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Investigating the role of the World Heritage brand in attracting visitors to protected areas in Queensland, Australia

Thesis submitted by

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B.Sc., M.Ed., M.T.

in July 2011

for the degree of

Doctor of Philosophy

in the School of Business

James Cook University

Cairns, Australia

Dedication

This dissertation is dedicated to my father -

Dr. Elbert A. King Jr.

Earning his PhD from Harvard University in Geology, my father was a renaissance man who was interested and knowledgeable on a wide range of subjects. I grew up spending summers travelling all over the southwestern United States with him, looking for mineral specimens, searching for meteorites and tektites and hanging out with some of NASA's best scientists of the time. These senior members of the science community never tired of answering the simple questions of a very little girl. My dad taught me to respect other cultures, love travel, value education and to care for the environment. He also taught me how to sing bawdy songs, recite limericks of questionable taste and share stories around a campfire on a starry night with his somewhat inebriated graduate students. He passed away in 1998. He would have been proud I continued my studies and submitted this dissertation.

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_____ _____

Lisa Marie King   Date

Statement on the Contribution of Others

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Information derived from any sources, published and unpublished, has been acknowledged in the text and a list of references provided.

_____   _____

Lisa Marie King   Date

Declaration of Ethics

The research presented and reported in this dissertation was conducted within the guidelines for research ethics outlined in the National Statement on Ethics Conduct in Research Involving Human (1999), the Joint NHMRC / AVCC Statement and Guidelines on Research Practice (1997), the James Cook University Policy on Experiential Ethics, Standard Practices and Guidelines (2001) and the James Cook University Statement and Guidelines on Research Practice (2001). The proposed research methodology received clearance from the James Cook University Experimentation Ethics Review Committee (Approval # H2735).

_____   _____

Lisa Marie King   Date

Acknowledgements

I would first and foremost like to thank my incredible husband, Ted Brattstrom, who emotionally supported me through the entire process – thank you for your love, patience, enthusiasm, editing and data entry talents!

I would like to thank my supervisors Professor Bruce Prideaux, Dr. Heather Zeppel and Dr. Josephine Pryce of James Cook University for their direction throughout the process, as well as my research monitor, Dr. Kevin Parnell. I would also like thank the Sustainable Tourism Cooperative Research Centre (STCRC) and the Marine and Tropical Research Facility (MTSRF) for providing me with a full scholarship to pursue my PhD studies. I would never have returned to school without this financial support.

Furthermore, I could not have completed this dissertation without the help of dear friends. Foremost, I would like to give my very warmest thanks to Lyle and Bev Squire of Gordonvale, Queensland, for their countless acts of kindness, generosity and support. Also sincere thanks to Urs and Iris Kaeslin-Grogg, Valaria Hochgatterer, John Wood, Jonathan Sibtain, Bruce Dale, Kana Koichi, Sharon Harwood, Peter Wood, Elaine and Derwent Forster, Rod and Michelle Low-Mow and Karen Hughes for their help and encouragement. Hearty thanks to the wonderful office staff within the School of Business - Janie Edwards, Erica Sullivan, Aspen Kilby and Michelle Morrison for all their assistance. I would also like to thank Greg Kealey and Carole Wright for their significant help, and give warm thanks to Katharine Fowler for assisting me in formatting this document. Thank you to the QPWS permitting staff for excellent service. Moreover, I would like to thank all the folks who allowed me to interview them as part of my dissertation.

Additionally, I am deeply appreciative to the businesses who partnered with me to provide in-kind support and notable kindnesses during my four month period of intense field work: Adels Grove outside of Boodjamulla National Park, Big Cat Cruises in Cairns, Village Youth Hostel at Hervey Bay, Safari Car Rental at Hervey Bay, Binna Burra Mountain Lodge & Resort, GT Automotive in Redlynch and RACQ.

Abstract

Governments and communities increasingly expect protected areas not only to act as conservation cornerstones, but to deliver a broad range of social and economic benefits primarily through tourism. The brand category assigned to a protected area can dramatically influence tourism levels and be a valuable point of differentiation. However, with over 1000 protected area brand categories in use worldwide and more than 55 such categories in Australia alone, standing out from the crowd is problematic.

World Heritage, an internationally acclaimed brand category, recognizes properties containing resources of such outstanding 'universal value' to the entire world they must be protected in perpetuity for future generations to appreciate. The World Heritage brand heightens the international profile of properties and creates a unique point of differentiation.

Furthermore, some individual World Heritage Areas have attained 'celebrity status' possessing instantly recognisable brand names that are among the best known brands in the world. For example, the Galapagos Islands and Grand Canyon National Park are names that instantly convey a series of iconic images. With over 7,700 parks in Australia, famous World Heritage properties such as Kakadu National Park or the Great Barrier Reef have a competitive advantage over lesser known protected areas.

As protected area brands play a critical role in determining the level of visitation to any property, there is surprisingly little empirical research focused specifically on visitors and their relationship with the World Heritage brand. This dissertation is designed to expand existing knowledge on the relationship between World Heritage and visitors by undertaking research on the role of the World Heritage brand in attracting visitors to protected areas in Queensland, Australia.

Based on identified research gaps, five objectives were developed to collectively address the overall aim. The objectives for this study are:

1.   to develop a practical framework on the roles protected site brands play for their primary stakeholders;

2.   to create a set of standardized, comparable data sets across World Heritage Areas in Queensland and analyse the data to demonstrate the benefits of such monitoring efforts;

3.   to identify the level of visitor awareness of the World Heritage brand when visiting a World Heritage site in Queensland;

4.   to gauge the influence of the World Heritage brand in attracting visitors to World Heritage sites in Queensland; and,

5.   to determine if some individuals specifically collect World Heritage sites; and if so, identify their sociodemographic characteristics.

The research methodology consisted of a four stage approach. Focus groups informed the development of the visitor survey instrument. A self-completion questionnaire was twice piloted and refined before being administered across Queensland's World Heritage Areas on a monthly basis between 1 April and 31 July, 2008. A total of 1827 valid questionnaires were collected. The study sites were the Australian Fossil Mammal Sites (Riversleigh), Fraser Island, the Gondwana Rainforests of Australia, the Great Barrier Reef and the Wet Tropics of Australia. Semi-structured interviews with experts were conducted to gather background information pertinent to the present branding situation within each study site. Last, general on-site signage and visitor observations were made during the study period. Descriptive analyses, Chi-square along with analyses of variance were used to investigate the relationships between different variables.

Research findings were revealing. The Australian Fossil Mammal Sites (Riversleigh), the Gondwana Rainforests of Australia and Fraser Island possess distinctive visitor socio-demographic profiles while the Wet Tropics of Queensland and the Great Barrier Reef generally have more similar profiles. Only one-third of Queensland's World Heritage visitors had 'top of mind' awareness of the brand when exiting the site they had just visited. Furthermore, visitors exiting the Gondwana Rainforests of Australia and the Wet Tropics of Queensland could not recall unaided the name of the World Heritage Area they just visited. There was no signage within in the

Gondwana Rainforests of Australia study sites containing the name of the World Heritage Area. Only visitors to the Australian Fossil Mammal Sites (Riversleigh) demonstrated significantly increased awareness of the World Heritage brand after time spent on-site, while visitors to the other four World Heritage Areas showed little change in brand awareness. Less than five percent of all visitors could correctly recall what a modified version of the World Heritage emblem represented.

However, approximately one in four visitors indicated the World Heritage brand influenced their decision to visit the study location. Approximately the same number of visitors indicated they would go out of their way to visit a World Heritage Area, visit a national park for a longer period of time if they were aware it was also World Heritage branded, and would prefer to visit natural World Heritage sites over other protected area brands in Australia. This research determined the World Heritage brand is a collectable experience.

The findings of this dissertation are significant. This is the first study in Queensland to explore in-depth the relationship between the visitor and the World Heritage brand. It establishes the first comparable baseline set of visitor sociodemographic data across all of Queensland's World Heritage Areas. A published report based on the findings of this research has advised the Australian World Heritage Advisory Committee. A second report was forwarded as an IUCN endorsed briefing document to the UNESCO World Heritage Committee subgroup working on World Heritage branding issues. Thus, the findings of this dissertation have already impacted policy regarding the World Heritage brand at the national and international level. The researcher also advanced the literature by developing a practical framework identifying the roles of protected area brands among major stakeholders, a surprising gap in the literature.

Publications Based on Doctorial Research

Invited reports

King, L. (2010). *Communicating the World Heritage brand in Australia: A general overview of brand usage across Australia's World Heritage Areas*. Report to the Australian World Heritage Advisory Committee, 1 August 2010, 2nd Draft.

King, L. (2010). *Communicating the World Heritage brand: A general overview of some issues and considerations regarding use of the World Heritage emblem*. 16 October 2010. Briefing document for the UNESCO World Heritage Committee sub-group working on the World Heritage emblem.

Refereed journal article

King, L. & Prideaux, B. (2010). Special interest tourists collecting destinations and places: An Australian World Heritage case study, *Journal of Vacation Marketing*, *16* (3), pp. 235-247.

Refereed conference papers

King, L & Prideaux, B. (2010). World Heritage or National Park? Visitor preferences for protected area brands. In *Proceedings of the 2010 CAUTHE, 19th International Conference*, 8-11 February 2010, Hobart, Tasmania.

King, L. & Prideaux, B. (2009). Do travellers collect World Heritage Areas? In *Proceedings of the CAUTHE 2009, 18th International Conference*, 10-13 February, 2009 Fremantle, WA.

Refereed extended abstracts

King, L. & Prideaux, B. (2009). Does the World Heritage brand influence visitors in Queensland, Australia? In *Proceedings of the International Conference on Tourism Development and Management (ICTDM)* in Kos Island, Greece 11-14 September 2009, pp. 245-247.

Non-refereed conference papers

King, L. & Bourne, S. (2009). Visitor monitoring and the Australian Fossil Mammal Sites World Heritage Area. *Proceedings of the Australian Cave and Karst Management Association (ACKMA) Conference 2009*, 9-12 May, Margaret River, WA.

King, L. & Prideaux, B. (2009). Exploring visitor-based brand equity of the Wet Tropics of Queensland World Heritage Area. In *Proceedings of the 3rd International Conference on Destination Branding and Marketing*, 2-4 December 2009, Macau, China, pp. 134-140.

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Chapter 1.   Introduction

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Chapter One Overview

1.1   Introduction

Governments and communities increasingly expect protected areas not only to act as conservation cornerstones, but to deliver a broad range of social and economic benefits primarily through tourism (MacKinnon, MacKinnon, Child & Thorsell, 1986; Eagles, McCool & Haynes, 2002; Stolton, 2010; Stolton, Dudley & Kun, 2010). The brand category assigned to a protected area may dramatically influence visitation levels (Saarinen, 2004; Weiler & Seidl, 2004; Morgan, 2006; Fredman, Friberg & Emmelin, 2007) and act as a valuable point of differentiation (Morgan & Pritchard, 2002; Hall & Piggin, 2003; Pike, 2008). However, with over 1000 protected area brand categories in use worldwide (Chape, Blythe, Fish, Fox & Spaulding, 2003) and more than 55 such categories in Australia alone (Tourism & Transport Forum Australia [TTF], 2008), it is increasingly difficult to distinguish one protected area brand from another in the global marketplace (Temporal, 2002).

Strong brands alleviate this issue by standing out from the crowd (Ries & Trout, 1986; Aaker, 1996; Temporal, 2002; Wheeler, 2009). Furthermore, good brand management translates into brands that can engage emotions, evoke personal beliefs and prompt preferred behaviours (Kotler & Gertner, 2002). This is especially true for protected areas, as the brands carried by a site perform a variety of useful roles for stakeholders (United Nations Educational, Scientific & Cultural Organisation [UNESCO] World Heritage Centre, 2008b; Ryan & Silvanto, 2009; King, 2010a).

World Heritage, an internationally acclaimed brand established by UNESCO's World Heritage Convention[1], recognises properties possessing resources of such outstanding universal value to the global community that they must be protected in perpetuity for future generations to appreciate (UNESCO, 2008a). The prestigious World Heritage brand heightens the international profile of properties (Shackley, 1998; Bandarin, 2005; Leask, 2006) and creates a unique point of differentiation (Fyall & Radic, 2006) for marketing purposes (Timothy & Boyd, 2003). As Bandarin (2005) notes, inscription of a site onto the World Heritage List not only confers recognition in terms of conservation but also stimulates tourist demand.

Moreover, some individual World Heritage sites have possess instantly recognisable brand names that are among the best known brands in the world (Eagles & McCool, 2000). For example, the Galapagos Islands, Grand Canyon National Park and the Serengeti World Heritage Areas are all compelling brand names that instantly convey a series of iconic images to potential visitors (Eagles & McCool, 2000). With over 7,700 parks in Australia (TTF, 2008), famous World Heritage properties such as Kakadu National Park, the Great Barrier Reef and Uluru-Kata Tjuta National Park have a huge competitive advantage over lesser known protected areas (Aaker, 1991; Timothy & Boyd, 2003) in other parts of the country.

Given that branding plays a critical role in determining the degree of visitation to any protected site (Weiler & Seidl, 2004; Morgan, 2006; Fredman, Friberg & Emmelin, 2007), it is surprising that little empirical research has focused specifically on visitors and their relationship with the highly coveted World Heritage brand (Fyall & Radic, 2006). Additionally, Hall and Piggin (2003, p. 212) observe that

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[1] Known more formally as the *Convention Concerning the Protection of the World Cultural and Natural Heritage.*

"currently, little is really known about the fundamental nature of the visitor attraction product of World Heritage by those marketing the site." This study aims to expand existing knowledge on the relationship between World Heritage and park visitors in Australia by investigating the role of the World Heritage brand in attracting visitors to protected areas in Queensland, Australia.

The World Heritage brand was established in 1972, when UNESCO ratified the World Heritage Convention (UNESCO, 2010a). World Heritage not only represents a top brand (Buckley, 2002) based on the outstanding universal values of such sites and their potential appeal as tourism assets (Drost, 1996; Shackley, 1998; Buckley, 2002; Hall & Piggin, 2003; Cleere, 2006; Fyall & Radic, 2006; Timothy & Boyd, 2003), but also remains the highest accolade any protected site can receive (Shackley, 1998). The brand values of World Heritage originate from its brand equity, high media profile in many countries, its value within particular international circles (Hall & Piggin, 2003) and from the rigorous selection process (Hall & Piggin, 2003; Cleere, 2006); thereby creating the ultimate in exclusivity among protected site brand categories.

The Australian government was among the first ten nations to ratify the World Heritage Convention and continues to vigorously support of the World Heritage concept by actively pursuing World Heritage status for its most spectacular natural and cultural resources (Commonwealth of Australia, 1997a). The Australian government views World Heritage as a source of international pride and prestige, as well as, a means to enhance the potential tourism value of a site (Commonwealth of Australia, 1997a). All Australians, according to the government, should feel proud and privileged to have such unique areas recognised in Australia and should accept special responsibility for the protection of these places (Commonwealth of Australia, 1997b).

As of July 2011, there are nineteen World Heritage properties in Australia (UNESCO World Heritage Centre, 2010b). The average number of World Heritage sites per State Party is only five. Figure 1.1 is a map showing the general locations of Australia's World Heritage sites.
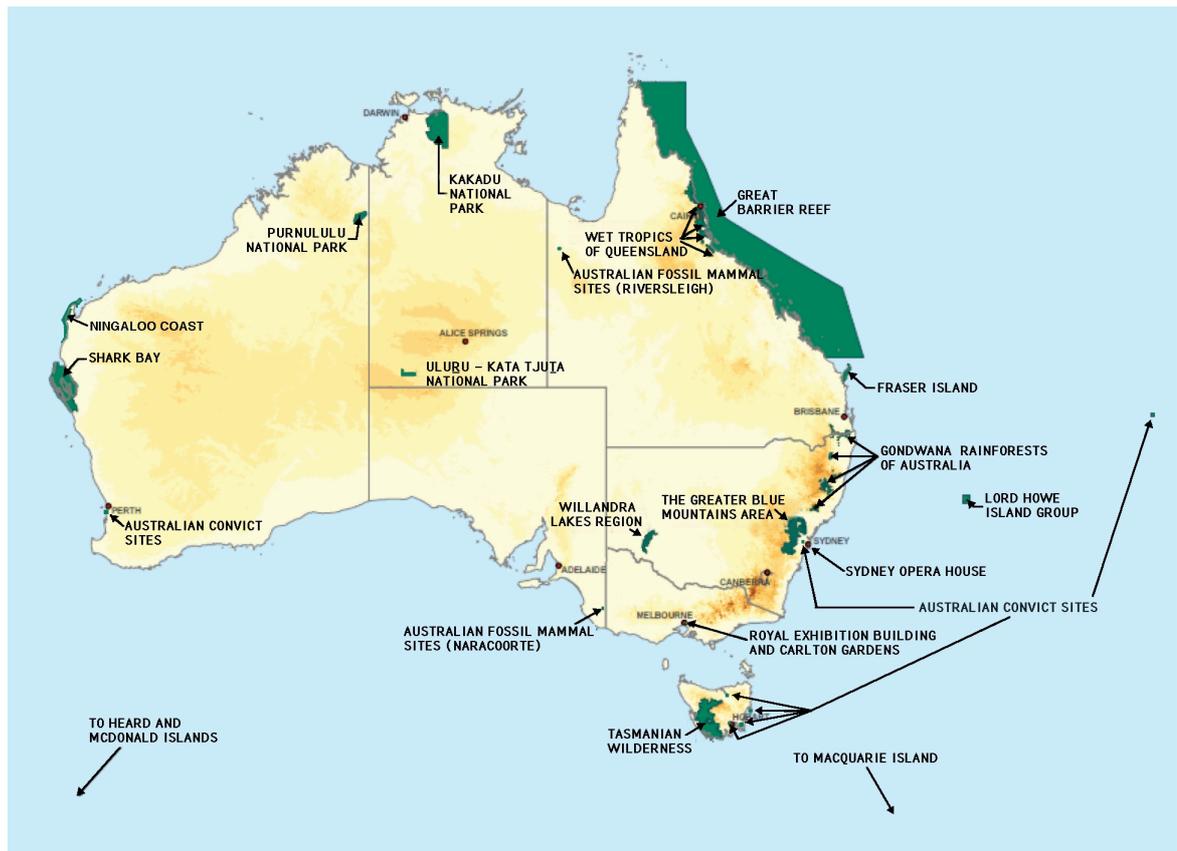
Figure 1.1 Map of Australia's World Heritage properties

(Adapted by the author from the Australian Govt. Dept. of Water, Heritage & the Arts, 2008)

World Heritage properties may be nominated either as natural or cultural heritage, based on strict criteria determined by the World Heritage Committee (UNESCO World Heritage Centre, 2008a). There are ten possible criteria under which a property can be nominated. At least one criterion must be fulfilled as agreed upon by the World Heritage Committee for any site to be inscribed upon the World Heritage List. When a site has been nominated and met at least one natural and one cultural criterion, it is called a mixed property (UNESCO World Heritage Centre, 2008a). As of July 2011, Australia possessed twelve natural, three cultural and four mixed World Heritage properties (UNESCO World Heritage Centre, 2010b). Table 1.1 provides basic inscription-related data for each Australian World Heritage site.

Table 1.1 Inscription date, inscription category and the universal value criteria for each World Heritage property in Australia

Inscription date	World Heritage Area	Inscription category	Universal value criteria[1]
1981	Great Barrier Reef	natural	(vii) (viii)(ix)(x)
	Kakadu National Park	natural & cultural	(i)(vi)(vii)(ix)(x)
	Willandra Lakes Region	natural & cultural	(iii)(viii)
1982	Tasmania Wilderness	natural & cultural	(iii)(iv)(vi)(vii)(viii)(ix)(x)
	Lord Howe Island Group	natural	(vii)(x)
1986	Gondwana Rainforests of Australia	natural	(viii)(ix)(x)
1987	Uluru-Kata Tjuta National Park	natural & cultural	(v)(vi)(vii)(viii)
1988	Wet Tropics of Queensland	natural	(vii)(viii)(ix)(x)
1991	Shark Bay, Western Australia	natural	(vii)(viii)(ix)(x)
1992	Fraser Island	natural	(vii)(viii)(ix)
1994	Australian Fossil Mammal Sites (Riversleigh/Naracoorte)	natural	(viii)(ix)
1997	Heard and McDonald Islands	natural	(viii)(ix)
	Macquarie Island	natural	(vii)(viii)
2000	Greater Blue Mountains	natural	(ix)(x)
2003	Purnululu National Park	natural	(vii)(viii)
2004	Royal Exhibition Building & Carlton Gardens	cultural	(ii)
2007	Sydney Opera House	cultural	(i)
2010	Australian Convict Sites	cultural	(iv)(vi)
2011	Ningaloo Coast	natural	(vi)(x)

Source: (UNESCO, 2010b)

However, despite being a 'top shelf' brand (Buckley, 2002), the lack of consistent presentation within and across Australian properties has resulted in low visitor awareness of the World Heritage brand (Commonwealth of Australia, 1997b). This situation may be the result of managers under appreciating the roles performed by protected site brands under their charge.

Queensland has five World Heritage Areas. Little in-depth information has been collected across World Heritage properties regarding their visitors (TTF, 2007) and the brand's influence on the decision to visit a site.

1.2   Key Definitions

Definitions are important as they set the scope of the phenomena being studied (Perry, 1998). Often definitions used by researchers lack uniformity and frequently depend upon the purpose of the study. Therefore, key terms used in this study are defined in alphabetical order below to establish the positions taken in this dissertation.

Brand: Although the word *brand* is frequently used in the modern vernacular, the meaning of the term is often vague. There are over a dozen different definitions for the term in the literature. For example, see Wood (2000); De Chernatony & McDonald (2001); Jones & Slater (2003); Keller (2003); Kapferer (2004); Mud Valley Consultants (2008); De Chernatony (2009); and/or the American Marketing Association (2010). As this study discusses the elements of the World Heritage brand at length – its name, emblem and equity – the term will refer to all the elements of the World Heritage brand. In other words, the term brand is an inclusive word that refers to both the physical aspects, the brand name and brand mark as defined by Kotler (1991), and the mental aspects or equity of a brand (as defined below) unless otherwise specified.

Brand equity: Brand equity is another term with many nuanced meanings and without a universally accepted definition. See, for example, Farquhar (1989), Rossiter & Percy (1998), Aaker (1991), Keller (1993), and Chitty, Baker and Shimp (2008). In this dissertation, brand equity means everything a person thinks about the brand. In other words, brand equity consists of all the emotions, word-of mouth and past experiences associated with the brand and its marketing program. This definition draws heavily from Aaker (1991) and Keller (1993) and includes elements of Keller's (2003) definition.

Protected area or protected site: This dissertation uses the International Union for the Conservation of Nature (IUCN) 2007 definition of protected area or site as "a clearly defined geographical space, recognized, dedicated and managed, through legal or other effective means, to achieve the long term conservation of nature with associated ecosystem services and cultural values" (Dudley, 2008, p. 8).

Protected site brand category: A broad brand grouping under which one or more specific brands may be placed. For example, *national park* is the broad grouping within which specific brands such as Kakadu National Park and Grand Canyon National Park

could be placed under (Dudley, 2008). The phrases *protected area brand category* and *protected site brand category* are used interchangeably in this dissertation.

Protected site brand role: The specific 'job' or function the brand performs based on the perspective of a particular stakeholder. This definition is adapted from Keller's (2008) discussion on the role of brands.

State Party: Nations or entities which have signed and become party to the *World Heritage Convention* (UNESCO, 1972).

Visitor: A visitor is "a person who visits the lands and waters of a park or protected area for the purposes mandated for the area. A visitor is not paid to be in the park and does not live permanently in the park (Hornback & Eagles, 1999, p. 8)." This definition distinguishes between a park entrant and a park visitor. This definition is reiterated in Eagles and McCool (2000, p. 154).

Visitor-based brand equity: "All the thoughts about a protected area brand based on everything a visitor knows, feels, hears or has experienced about the brand category or specific place." This definition is an adaptation of Keller's (1993) customer-based brand equity definition refocused to address the protected site visitor.

World Heritage Area/Site: A property inscribed onto the World Heritage List according to the criteria defined by the *Convention Concerning the Protection of the World Cultural and Natural Heritage* (UNESCO, 1972).

World Heritage Convention: An abbreviated phrase for UNESCO's *Convention Concerning the Protection of the World Cultural and Natural Heritage* (UNESCO, 2008a)

World Heritage List: The State Party properties which have successfully navigated the selection process as defined by the World Heritage Convention and officially recognised by UNESCO by being inscribed on the list of World Heritage sites (UNESCO, 1972).

1.3   Research Background

During the course of this study, the investigator found many protected area professionals who did not fully understand branding. Specifically, these professionals did not completely appreciate the different ways protected site brands helped them achieve the goals and objectives for their World Heritage properties. The investigator thought it would be useful to find a framework that described the roles played by protected site brands to present to protected site managers as a rationale for actively managing their brand. A subsequent literature review found an absence of such a framework.

An important element in the planning and management of protected sites relates to agencies being informed through the monitoring of visitors to their properties (Eagles, McCool & Haynes, 1998; Bushell & Griffin, 2006). Without visitor monitoring, managers cannot reliably judge the effectiveness of the actions taken towards the progress of their management objectives (Eagles, McCool & Haynes, 1998). Numerous authors have lamented the fact that visitor research within most of Australia's protected areas is partial, patchy and *ad hoc* in nature (Sheppard, cited in Wardell & Moore, 2004; Pitts & Smith, 1993; Buckley, 2002; Griffin & Vacaflores, 2004; Chester & Bushnell, 2005; Worboys, Lockwood & De Lacy, 2005; Darcy, Griffin, Craig, Moore & Crilley, 2006; TTF, 2007, 2008; King & Bourne, 2009). The reasons for collecting visitor data are found in Chapter Two, Table 2.2.

In Queensland, the day-to-day management of World Heritage sites is given to Queensland Parks and Wildlife Service (QPWS). The literature review found an absence of any comparable visitor sociodemographic data across all five Queensland World Heritage Areas upon which to base statewide or even site-specific management and marketing decisions. To date, visitor monitoring efforts have been concentrated sporadically only in Queensland's most heavily visited World Heritage Areas (the Great Barrier Reef and the Wet Tropics of Queensland), with the other three inscribed properties receiving little to no visitor monitoring attention. Without standardised visitor monitoring regimes across sites, QPWS cannot, for example, compare the effectiveness of particular management actions for review and refinement.

In the past, some authors have suggested that the World Heritage brand is a main draw card for a visitor deciding to experience a site. For example, Shackley (1998) suggests that the phrase 'World Heritage' is instantly recognised by visitors as meaning something very special and a must see. Environment Australia (2001) notes promotions featuring World Heritage properties have resulted in large increases in visitation by international and domestic tourists (cited in Hall & Piggin, 2003, p. 207). Similar thoughts have been published, for example, by Drost (1996); Hall (1992); Thorsell and Sigaty (2001); Buckley, (2002, 2004); and, Bandarin (2005). However, the claims that World Heritage acts as a key tourism draw card are being increasingly challenged by emerging research.

Recent literature suggests visitors may have a generally low awareness of the World Heritage brand. For example, Smith (2002) found visitors to Maritime Greenwich in England to be largely unaware the site they were visiting was World Heritage. Bentrupperbäumer and Reser's (2002) study within the Wet Tropics of Queensland in Australia determined only 35% of on-site visitors were aware they were in a World Heritage Area. Other authors have also suggested visitors possess a low awareness of the World Heritage brand (Hall & Piggin, 2003; Smith, 2002; Beck, 2006; Hegersell, 2006; Leask, 2006).

The brand may exert only a weak influence on a visitor's decision to visit an inscribed site. For example, Marcotte and Bourdeau (2006) found that 55% of visitors to Quebec City, Canada, were aware of its World Heritage designation but only 15% were influenced by the brand when choosing their travel destination. Hergesell (2006) found 87% of visitors to Dresden's Elbe Valley were aware of its World Heritage status but only 6% were influenced by brand to visit. Reinius and Fredman (2007) found 57% of visitors to Sweden's Laponian World Heritage Area knew of its designation, yet only 5% stated it influenced their decision to visit. Yan and Morrison (2007) also concluded that the World Heritage brand provided only a weak influence on visitor destination choice at Huangshan, Xidi and Hongcun in Southern Anhui, China. Many have also noted the relationship between World Heritage and visitation appears especially tenuous when sites were clearly iconic attractions prior to their inscription upon the World Heritage List (Drost, 1996; Shackley, 1998; Buckley, 2002; Hall & Piggin, 2003; Bandarin, 2005; Boyd & Timothy, 2003; Ryan & Silvanto, 2009). Thus, there is a broad

gap in the literature concerning visitor awareness of the World Heritage brand and its influence in the decision to visit a World Heritage site in Queensland, Australia.

Timothy (1998) proposes that some people travel to collect specific places and destinations as a special interest activity. Buckley (2002) suggests World Heritage is a 'collectable set.' However, there is a research gap regarding individuals collecting places and destinations as a motivation for travel, such as a person who chooses to travel specifically to World Heritage sites to collect the brand. Until this study was conducted (see King & Prideaux [2010] in Appendix One), there was an absence of published empirical research on the subject.
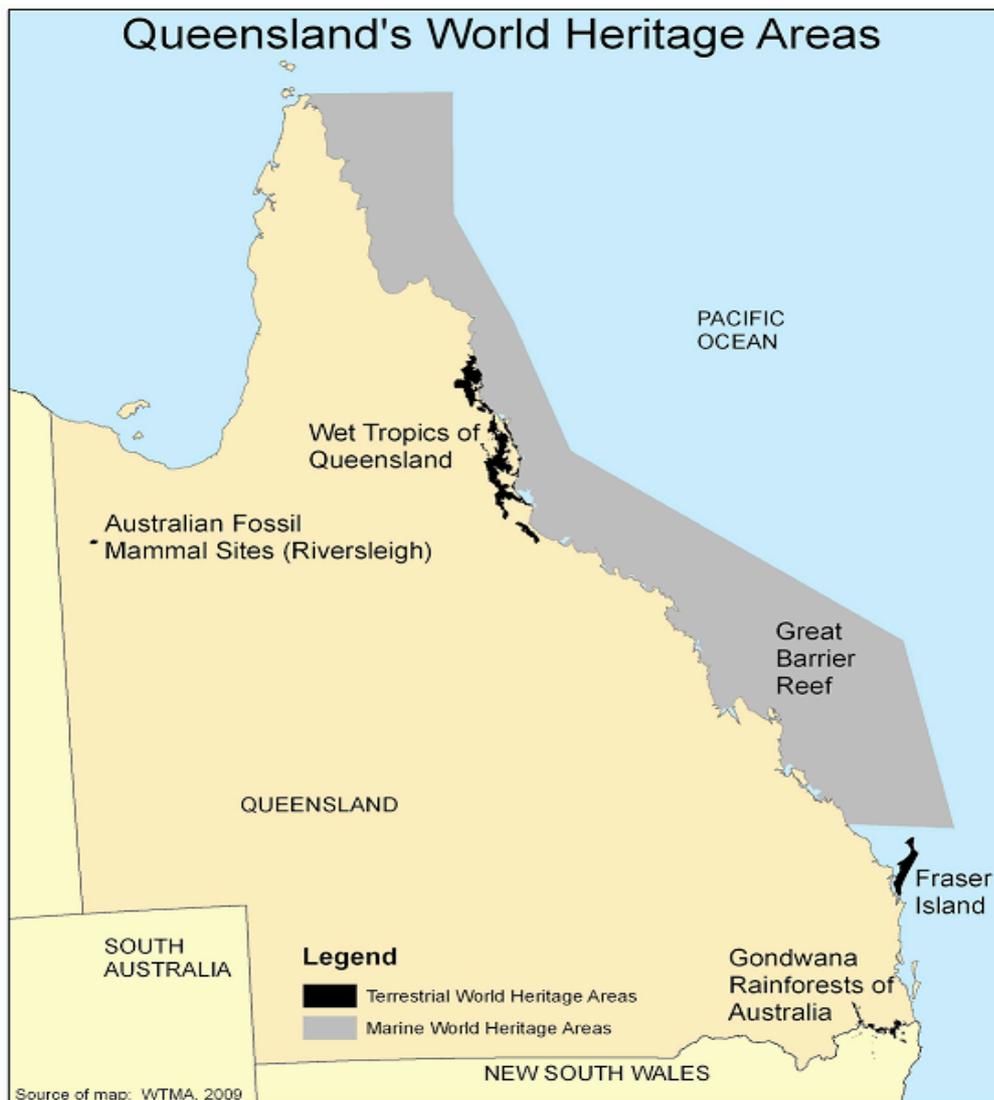
Figure 1.2 Queensland's World Heritage Areas

(Source: Adapted from the Wet Tropics Management Authority (WTMA) map derived from data provided by the Queensland Department of Environment, Resources & Mines)

The five Queensland World Heritage Areas included wholly or in part in this study are the Australian Fossil Mammal Sites (Riversleigh), Fraser Island, the Gondwana Rainforests of Australia, the Great Barrier Reef and the Wet Tropics of Queensland. Figure 1.2 shows the general location of the study sites.

From a tourism perspective, the two most heavily studied World Heritage Areas in Queensland are the ones with the highest level of visitation: the Great Barrier Reef and the Wet Tropics of Queensland. A literature review found an abundance of visitor-related studies conducted within the Great Barrier Reef World Heritage Area (see, for example: Hockings, 1994; Green, Moscardo, Greenwood, Pearce, Arthur, Clark & Woods, 1999; Driml, 1998; Moscardo, Green & Greenwood, 2001; McCoy, 2003; Moscardo, Saltzer, Galletly, Burke & Hildebrandt, 2003; Moscardo, Saltzer, Norris & McCoy, 2004; Moscardo & Ormsby, 2004; Moscardo, Saltzer, Norris & McCoy, 2004; Madin & Fenton, 2004; Access Economics, 2009; and, Coghlan & Prideaux, 2009a).

The investigator also found numerous visitor-related studies conducted within the Wet Tropics of Queensland (see, for example: Mandis Roberts, 1992, 1993, 1996 [cited in Bentrupperbäumer & Reser, 2002, p. 71]; AC Neilson, 1999 [cited in Bentrupperbäumer & Reser, 2002, p. 71]; Bentrupperbäumer & Reser, 2002; Kleinhardt-FGI, 2002; Driml, 2004; Wilson, Turton, Bentrupperbäumer & Reser, 2004; Prideaux & Falco-Mammone, 2007; Carmody & Prideaux, 2009b; McNamara & Prideaux, 2009a, 2009b; King & Prideaux, 2010).

However, the literature review found few visitor studies for the remaining three World Heritage properties. Only a limited number of such studies were found for Fraser Island (Ballantyne, Packer & Beckmann, 1998; Buckley, 2002; Kleinhardt-FGI Corporate Advisors, 2002; Tourism Queensland, 2002a, 2002b; Cooper & Erfurt, 2006). Little published visitor research was found regarding the Gondwana Rainforests of Australia (Beaumont, 2001; Weaver & Lawton, 2001, 2004; Tisdell & Wilson, 2004; Buckley & Littlefair, 2007). However, in terms of tourism, the literature review revealed the Australian Fossil Mammal Sites (Riversleigh) to be the least investigated World Heritage Area in Queensland. The only published visitor research found was Breakey (2008) and papers based on this study (see King & Bourne, 2009; King & Prideaux, 2010; and King, 2010a, 2010b).

1.4   Study's Aim and Research Objectives

The aim of this study is to investigate the role of the World Heritage brand in attracting visitors to World Heritage Areas in Queensland, Australia. Based on the research gaps identified in Chapter Two, five research objectives were developed which collectively address the aim. The set of five research objectives for this study are:

1. to develop a practical framework on the roles protected site brands play for their primary stakeholders;

2. to create a set of standardised, comparable data sets across Queensland World Heritage Areas and demonstrate the benefits of such monitoring efforts at the state level;

3. to identify the level of visitor awareness of the World Heritage brand while visiting a World Heritage site in Queensland;

4. to gauge the influence of the World Heritage brand in attracting visitors to World Heritage sites in Queensland; and,

5. to determine if some individuals specifically collect the World Heritage brand; and if so, identify their sociodemographic characteristics.

The contribution of this research to the broader literature is the development of the Protected Site Brand Framework as shown in Table 7.1. Findings based on the objectives Two through Five are presented in Chapters Four, Five and Six. Chapter Seven discusses in detail the Protected Site Brand Framework and the implications of this study's findings based on the above objectives.

1.5   Contributions to the Field

The contributions of this study to the tourism literature are significant. The major contribution of this study is the construction of a practical framework that identifies the roles played by protected site brands for their primary stakeholders: visitors, managers, entrepreneurs, communities and governments. A number of protected site brand roles have been previously identified (see Kapferer, 1997; Keller, 1998; Hall & Piggin, 2003; UNESCO World Heritage Centre, 2008b), but not specifically as brand roles. Thus, there remains a gap in the literature for the placement of these brand roles into a single, practical framework. The Protected Site Brand Framework is presented in Table 7.1 and

discussed in Chapter Seven, Section 7.2 in detail. This framework applies to both natural and cultural World Heritage sites and many other protected site brands.

Additionally, the study provides several smaller yet significant contributions to the literature. This study is the first tourism research conducted across all five World Heritage Areas in Queensland; thus, it provides new visitor sociodemographic data and fresh insights at the state level for management agencies, marketers and other stakeholders to consider in current and future planning efforts. Furthermore, it is the first study in Australia, and possibly the world, using the same on-site visitor survey instrument across five different World Heritage Areas within the same time frame and country. As such, the research highlights the need for regular visitor monitoring within and across Australia's protected sites.

Furthermore, the study is the first in-depth investigation examining visitor awareness of the World Heritage brand and its influence in the decision to travel to a branded site in Queensland. The findings also provide meaningful insights towards adjusting public communications and management plans, not only within Queensland but across Australia.

This research also examined those who collect World Heritage branded sites. As one of the first published empirical pieces of research to identify a group of special interest tourists who collect destinations and places, this research opens up new avenues for future investigation. Moreover, this research is the first piece of substantive visitor monitoring conducted over time within the Australian Fossil Mammal Sites (Riversleigh). Thus, it provides new information about the visitor sociodemographics in this remote northwestern Queensland World Heritage Area.

Finally, this study is among the first to explore the effectiveness of a modified version of the World Heritage emblem, named in this dissertation the *stripped* World Heritage emblem, in communicating its message to on-site visitors. Both the Australian World Heritage Advisory Committee and UNESCO's World Heritage Centre Informal Working Group on the World Heritage Emblem have already acknowledged the contributions derived from this study (See Appendices Two and Five).

1.6   Theoretical Foundations

Part of this research explores visitor awareness of the World Heritage brand and its influence upon the decision to visit World Heritage Areas in Queensland, Australia. Keller's (1993) Dimensions of Brand Knowledge is the theoretical model which framed the overall aim of this study, and contributed to the development of Objectives Three, Four and Five. Figure 1.3 presents Keller's (1993) model.
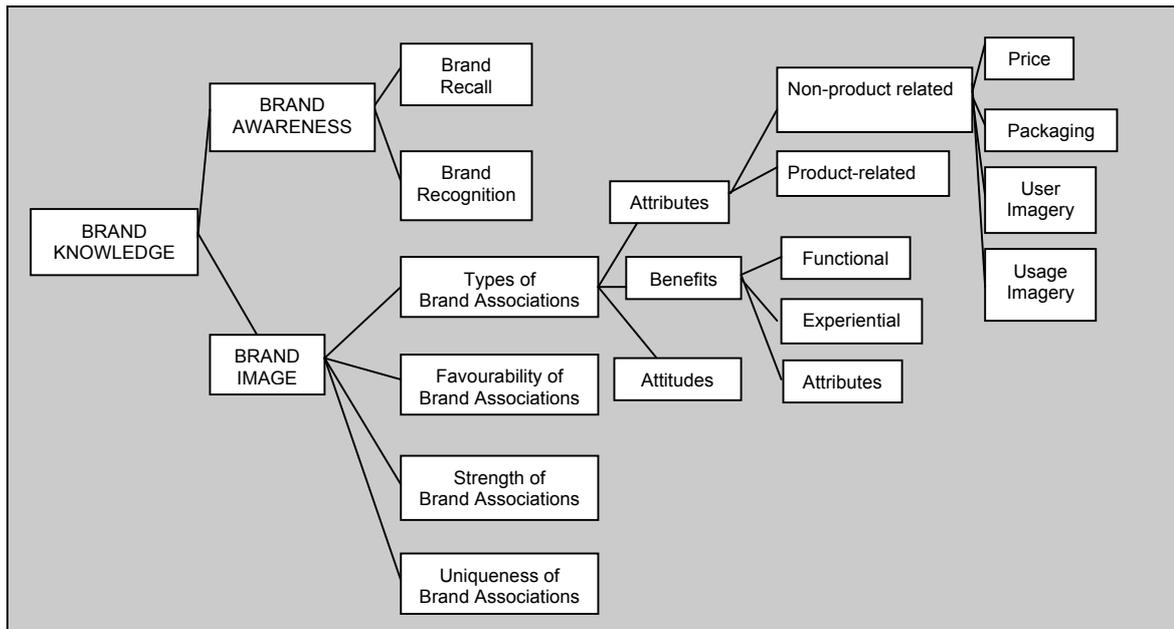
Figure 1.3 Keller's 1993 Dimensions of Brand Knowledge

(Source: Keller, 1993, p. 7)

A discussion of Keller's (1993) model is presented in Chapter Two, Section 2.5. Keller's model reflects the elements of brand awareness (recognition and recall) a visitor must possess to become aware of the World Heritage brand. Objective Three was developed based on this aspect of the model.

Keller's model also describes elements of the visitor-based brand equity (Keller, 1993) that may influence a person to visit a branded site (type, favourability, strength and uniqueness of the brand's associations). Objectives Four and Five explore the influence of the World Heritage brand on a visitor's decision to visit using primarily the favourability and strength components of Keller's model among on-site visitors.

1.7   Justification for the Research

Prior to this study, the investigator observed that many Queensland stakeholders did not use the protected site brands under their charge to their best advantage. The investigator observed a need to clearly identify and better communicate the roles these brands played for key stakeholders. These observations led the investigator to conduct a literature review regarding what had been published specifically regarding protected site brands. The subsequent literature review determined an absence of a practical framework regarding the roles played by protected area brands. Keller (1998) and Kapferer (1997) discuss the roles commercial brands play using varying terminologies. However, protected site brands have a broader range of stakeholders as identified by Hall and Piggin (2003), UNESCO World Heritage Centre (2008b) and Ryan and Silvanto (2009). The literature review found many authors inadvertently referred to protected site brand roles (Drost, 1996; Shackley, 1998) but did not identify them specifically in that context. Once the gap in the literature was established, the investigator developed Objective One, *to develop a practical framework on the roles protected site brands play for their primary stakeholders* with the intent of synthesizing this material into a single, practical framework. The Protected Site Brand Framework, presented in Table 7.1, is applicable to cultural and natural World Heritage sites as well as other major protected site brands.

Nature-based tourism contributes significantly to Queensland's overall tourism economy (Sustainable Tourism Collaborative Research Centre [STCRC], 2008), with all the state's parks attracting over 16 million visitors a year including 1.2 million international visitors (TTF, 2008). The STCRC (2008) estimates total spending by tourists who visited Queensland national parks amounted to $4.42 billion annually or 28% of the total tourist dollars spent in the state. Clearly, Queensland's World Heritage Areas, each of which is also a national park, make a valuable contribution through tourism to the state's economy. Table 1.2 presents the estimated annual visitation and economic contribution of World Heritage sites to the state's economy. However, as economic data on Queensland's World Heritage Areas is not collected across sites using comparable methodologies or in similar time frames, the figures presented in Table 1.2 should be viewed as indicating only relative trends across properties.

Table 1.2 Estimated annual visitation and economic contribution of World Heritage Areas to Queensland's (QLD) economy

World Heritage Area	Estimated annual visitation	Estimated tourism $$ to QLD's economy
Australian Fossil Mammal Sites (Riversleigh)	3,000-5,000[1]	0.2 million[2]
Fraser Island	350,000[3]	$275 million[4]
Gondwana Rainforests of Australia	2,200,000[5]	$357 million[6]
Great Barrier Reef	1.900,000[7]	$4 billion[8]
Wet Tropics of Queensland	1,800,000[9]	$487 million[10]

[1]King & Bourne (2009),[2,6]Gillespie Economics & BDA Group (2008); [3,5,9]Wet Tropics Management Authority (n.d.); [4]Kleinhardt FGI Pty Ltd. (2002); [7]Great Barrier Reef Marine Park Authority (2010); [8]Access Economics Pty Ltd (2009); [10]Prideaux & Falco-Mammone (2007); Gillespie Economics & BDA Group (July 2008).

This lack of comparable data sets extends to information on visitors to Queensland's protected areas. The literature review found an absence of visitor studies across all five of Queensland's World Heritage Areas using the same survey instrument and time frame. Several researchers have argued the need for such studies in Australia including Pitts and Smith (1993); Tisdell and Wilson (2001); Griffin and Vacaflores (2004); Worboys, Lockwood and De Lacy (2005); King and Bourne (2009); and, Tisdell (2010). The investigator decided to commence filling this research gap by designing the study to include all five World Heritage Areas in Queensland. Thus, Objective Two, *to create a set of standardised, comparable data sets across World Heritage Areas in Queensland and analyse the data to demonstrate the benefits of such monitoring efforts* was developed to encourage agencies to examine the possibilities of carrying out systematic and periodic visitor monitoring. This objective will begin to address not only the research gap but the data needs of stakeholders.

A further literature review regarding visitors and World Heritage determined there are scant data concerning visitor awareness of the World Heritage brand while on-site and its influence on a visitor's decision to visit an inscribed site. To date, the brand has generally been assumed to be a significant visitor draw card (Slatyer, 1983; International Council on Monuments and Sites [ICOMOS], 1993; Shackley, 1998; Fyall, Garrod & Leask, 2003; Ryan & Silvanto, 2009; UNESCO World Heritage Centre, 2008b). Thus, Objective Three, *to identify the level of visitor awareness of the World Heritage brand when visiting a World Heritage site in Queensland* and Objective Four, *to gauge the influence of the World Heritage brand in attracting visitors to World*

Heritage sites in Queensland, advance the existing literature by empirically investigating visitor awareness of the brand and its influence on a decision to visit.

A literature review also found a near absence of research on those visitors who intentionally 'collect' destinations and places as a special interest tourism activity and a specific gap regarding individuals who may collect protected area brands, such as World Heritage. As World Heritage identifies sites of outstanding universal values to all of humanity, the designation certainly appears to be a collectable brand, as proposed by Buckley (2002). Thus, the findings from Objective Five, *to determine if some individuals specifically collect the World Heritage brand; and if so, identify their sociodemographic characteristics*, contributes to the literature by starting to fill the research gap and provide the first published sociodemographic study on those who collect World Heritage.

1.8   Research Methodology

A four-stage research methodology was designed, with Keller's (1993) model in mind, to achieve the objectives listed in Section 1.4. The research methodology incorporated a mixed methods approach to triangulate the data (Jennings, 2001; Vaske, 2008). The qualitative approach consisted of two focus groups, fourteen semi-structured interviews with experts and general signage and visitor observations inside each World Heritage Area in Queensland. The quantitative aspect involved a real time, self-administered visitor questionnaire completed by 1827 on-site respondents within the inscribed properties between 1 April and 31 July 2008. Visitors had to have been on-site for at least one-half hour to participate in the study. Data analyses consisted of descriptive statistics, Chi-square tests and ANOVAs to identify relationships in the data.

The first stage of the four stage research plan used focus group discussions to inform development of the self-administered questionnaire used in phase two. Jennings (2001) and Vaske (2008) recommend focus groups as a valid qualitative research tool to aid questionnaire construction. The development of questionnaires based on focus group findings has been used by a number of researchers including McDonald and Bell (2006) and Wilkins, Merrilees and Herington (2008).

The second research stage used a quantitative methodology to collect visitor data. A visitor questionnaire was used to collect empirical data on visitor sociodemographics,

visitor awareness of the World Heritage brand and its influence in the decision to visit; and, to determine if some visitors considered themselves as World Heritage 'collectors.' De Vaus (1985), Jennings (2001) and Vaske (2008) recommend visitor questionnaires as a valid quantitative research tool. The specific World Heritage survey sites used in this study are: the Australian Fossil Mammal Sites (Riversleigh D Site within Boodjamulla National Park), Fraser Island (Central Station, Eli Creek and Lake McKenzie), the Gondwana Rainforests of Australia (Lamington National Park-Binna Burra Section and Springbrook National Park-Natural Arches Section), the Great Barrier Reef (Green Island National Park), and the Wet Tropics of Queensland (Daintree National Park-Mossman Gorge Section).

The advantage of quantitative analyses is it allows the researcher to use descriptive statistics to compare datam to determine relationships between different variables using statistical tools such as Chi-square and ANOVAs (Vaske, 2008). A visitor questionnaire approach has been used by numerous researchers conducting studies in Queensland World Heritage Areas including Moscardo, Green and Greenwood (2001), Bentrupperbäumer and Reser (2002) and McNamara and Prideaux (2009a, 2009b).

The third research method utilised semi-structured interviews with fourteen experts to help the investigator piece together a history of the World Heritage brand at each study location and identify the specific branding issues related to each site. These interviews were not part of question construction for the visitor questionnaire, but were conducted during the course of the study. The interviews provided critical insights concerning the evolution of specific World Heritage branding issues not easily gathered through quantitative methods or available in the academic literature. The fourteen semi-structured interviews were conducted with current and former high level park personnel, consultants, former Federal employees and entrepreneurs with businesses inside individual World Heritage Areas between September 2007 and April 2010. This qualitative approach is recommended by Jennings (2001) and Wilkinson and Birmingham (2003) as a valid data collection method and has been used by Turton, Hadwen and Wilson (2009) and Wilson and Turton (2010).

Objective Three of this study involves identifying the level of visitor awareness of the World Heritage brand when visiting a Queensland World Heritage site for at least a

half hour. The primary means for management agencies to make the visitor 'World Heritage aware' is through the use of on-site signage. Thus, the fourth and final research stage utilised on-site observations of signage and visitors conducted during survey periods. General on-site data collection based on observation data is supported by Jennings (2001), Gray, (2004) and Neuman (2007). Visitor observations consisted of observing the level of interaction with signage possessing the World Heritage brand. These on-site observations, though general in nature, when combined with the results gathered from the visitor questionnaires, provided powerful insights regarding Objectives Three, Four and Five and lent themselves significantly to the discussion and implications in Chapter Seven. Bentrupperbäumer and Reser (2002) used this technique successfully in their landmark Wet Tropics of Queensland visitor studies in 2001/2002 as did McNamara and Prideaux (2010) and Carmody and Prideaux (2011).

Data was placed in a standard SPSS version 15 data package. Data analyses consisted of descriptive statistics, Chi-square tests and ANOVAs. Table 1.3 outlines the overall research methodology employed in this study.

Table 1.3 Overview of research methodology

Stage	Action	Date	Location	No.
1	Focus groups	10/07-11/07	Cairns	2
2a	First pilot of questionnaire	04/08	Wet Tropics of Queensland (Daintree National Park-Mossman Gorge Section)	50
	Questionnaire refinement	04/08	--	--
	Second questionnaire pilot	05/08	Wet Tropics of Queensland	48
	Questionnaire refinement	--	--	--
2b	Visitor survey	04/08-07/08	Australian Fossil Mammal Sites (Riversleigh); Fraser Island (Eli Creek, Station, Lake McKenzie); Gondwana Rainforests of Australia (Lamington & Springbrook National Parks); Great Barrier Reef (Green Island National Park); and, Wet Tropics of Queensland (Daintree National Park-Mossman Gorge Section)	1827
3	Interviews w/experts	10/07-04/10	--	14
4	General on-site signage & visitor observations	04/08-07/08	--	--
--	Data analyses: Descriptive statistics, Chi-square, ANOVA	08/08-02/11	--	--

1.9   Delimitations and Limitations to the Research

This study investigates the role of the World Heritage brand in attracting visitors to protected areas in Queensland, Australia. Thus, this study's orientation is on the mechanics of brands and branding, not on place marketing. While this study includes information gathered from internal agency reports and consultancy studies relevant to Queensland World Heritage Areas, the researcher may not have had access to additional materials available only to a select few. It was also beyond the scope of this study to locate all agency reports or visitor survey data collected in other World Heritage Areas outside of Queensland. It was also not the intent of this study to examine visitor awareness of the full World Heritage emblem or any other modified versions of the emblem other than the stripped World Heritage emblem (described in Chapter Two,

Section 2.4.2). Additionally, interviews were conducted with experts to inform the investigator about the history leading to the current on-site situations and to shed light on issues related to the World Heritage brand within Queensland. It was never the intent of the investigator to interview every expert knowledgeable about the evolution of the World Heritage brand within each Queensland World Heritage Area. Interviewees were chosen with great care. Including protected area management/tourism consultants provided the investigator with access to those with longer and more comprehensive institutional memories and specialised knowledge concerning the current state of World Heritage affairs in Queensland than current park management could, or in some instances, were willing to provide. Additionally, the general qualitative on-site signage and visitor observations identified specific issues and challenges within particular parks regarding the World Heritage brand. It was not intended that every sign within each World Heritage Area be observed. These on-site signage and visitor observations were made on an opportunistic basis and were not necessarily methodical in nature. Only signs and visitors on the way to the survey site and either in the immediate area and near survey areas were observed. Nevertheless, a large percentage of the on-site signs were observed. Only examples of the signs directly relevant to the study are presented in Chapter Five.

As with any study, there are methodological limitations to the research. These limitations are described below.

Research locations: Research locations within each Queensland World Heritage Area were assumed to be roughly representative of visitation across each World Heritage Area. Though effort was exerted in choosing sites with high visitor numbers that would provide representative data for each protected area, given the research constraints of time, money and volunteers, this assumption could have adversely influenced data sets. Greatly different visitor demographics may have been found at sites with much lower visitor numbers or where there was greater access for larger tour buses.

Time frame: This on-site research was conducted only over a four month period between 1 April and 30 July 2008. This time frame included school holiday periods in multiple states, as well as, low visitation periods within each World Heritage Area. However, the limited time frame may have affected the findings and restricted the

applicability of the results if there were significant seasonal variations in visitation to any of these World Heritage sites.

Language: The survey was conducted in English. Thus, it excluded other visitor segments, such as non-English speaking Japanese, Chinese and other international visitors. It also excluded visitors who could not read English.

Additional sample limitations: Visitors on guided tours were generally not surveyed as tours were usually on tight schedules and often did not have enough time to complete a questionnaire. Additionally, couples with multiple small children were often not asked to complete a questionnaire, especially when they looked harassed or it was obvious both parents were busy keeping an eye on their wandering children. However, the researcher was surprised by how many busy parents were willing to complete a questionnaire when asked. Last, some survey days were weekdays when many area residents would have been at work; therefore, there may have been a bias against capturing resident data in the survey design at some sites.

Use of volunteers: The study relied on the use of volunteers to collect survey data for the Wet Tropics of Queensland and the Great Barrier Reef sites. Volunteers had previous survey experience and the researcher reviewed the techniques to be used during data collection with each individual.

Weather: Heavy rains at both the Green Island National Park and Mossman Gorge sites during some survey days limited the number of questionnaires from each site the researcher had hoped to obtain.

Survey fatigue: A few visitors commented on the length of the questionnaire, so it is possible survey fatigue may have been a slight factor in the results.

Social desirability bias: All visitor surveys are affected to some degree by social desirability bias.

Guessing: No doubt some respondents guessed at some questions, even when reminded not within the questionnaire.

Data cautions: The data provides an information snapshot and is not a longitudinal study; thus, some care should be taken if results are to be generalised.

1.10   Overall Outline of Dissertation

The dissertation's structure is outlined in this section. Chapter One introduces the overall aim of the dissertation and its five objectives. It also provides an overview of the entire study. Chapter Two reviews the literature on the aspects of brands and branding directly applicable to this study. The model framing this study, Keller's (1993) Dimensions of Brand Knowledge, is discussed. Yet the contribution of this study to the broader literature comes from elsewhere. Field observations led to a literature review on the roles of brands, specifically protected site brands, and the discovery of a wide gap in the literature. The need for regular and systematic visitor monitoring within Australia's protected areas is also discussed. Chapter Two continues with a detailed literature review by site on the World Heritage brand and visitor awareness, the influence of the brand upon the visitor, and those who collect places and destinations. Research gaps are identified. Chapter Three discusses paradigms, epistemologies and ontologies. Reasons for the predominantly positivist, and in some instances, phenomenological approach chosen by the investigator are given. The theoretical considerations behind the mixed methods used in this study, as well as, the methodologies used to conduct the research are also described.

There are three results-orientated chapters. Chapter Four presents the findings derived from the visitor sociodemographic questions contained in the visitor questionnaire. Chapter Five is a complex chapter and relays the quantitative findings on visitor awareness and knowledge of the World Heritage brand and then transitions to present the qualitative signage and visitor observations made at each study location. Chapter Six presents the findings on the influence of the World Heritage brand in the decision to visit and data on the subset of visitors who actively collect World Heritage sites. Chapter Seven introduces the Protected Site Brand Framework and discusses conclusions and implications based on the findings of Chapters Four through Six. Throughout the dissertation, tables, figures and plates are included to illustrate relationships in the data collected, allowing for consistent and meaningful interpretations. Figure 1.4 outlines the contents of the entire dissertation.

| Chapter One: Introduction |
| Chapter Two: Literature review |
| Chapter Three: Methodology |
| Chapter Four: Visitor sociodemographics |
| Chapter Five: Visitor awareness of the World Heritage brand |
| Chapter Six: Influence and collectability of the World Heritage brand |
| Chapter Seven: Discussion and implications of findings |
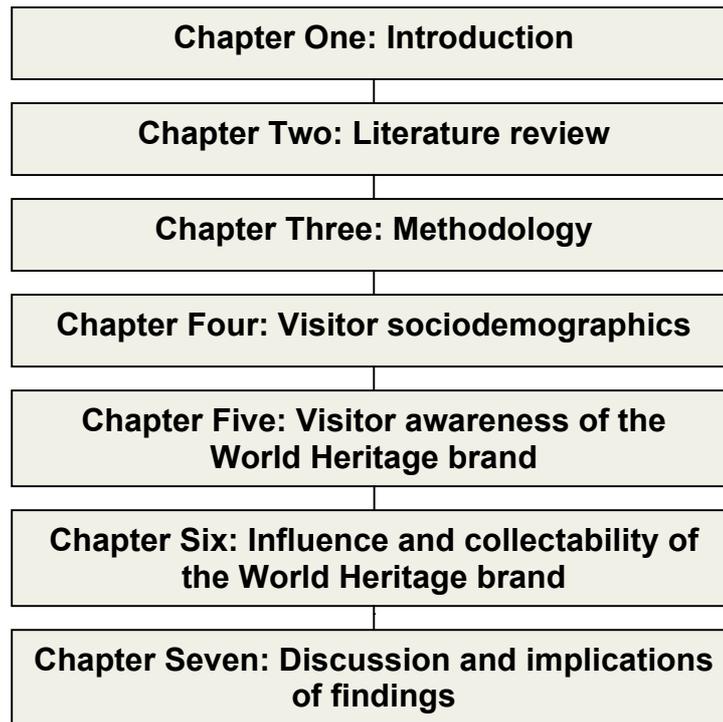
Figure 1.4 Flow chart illustrating the structure of this dissertation

1.11   Summary

Chapter One introduced the overall aim of this dissertation, to investigate of the role of the World Heritage brand in attracting visitors to protected areas in Queensland, Australia. Keller's (1993) Dimensions of Brand Knowledge model framed the research. The chapter provided a general foundation for the research by introducing background information and the research gaps in the literature. Five distinct research objectives were identified. The study's methodology, delimitations and limitations were introduced. A flow chart outlining the dissertation was provided. A major contribution of this study to the broader literature is the construction of a practical framework for protected site brands that applies to World Heritage properties and other major protected site brands.

Chapter 2. Literature review

2.1   Introduction

Chapter Two reviews the tourism, protected area and branding literature directly applicable to this study and details the gaps in the literature this research will begin to fill. The chapter is divided into three parts. Sections 2.1 - 2.4 provide a general review on brands and branding and ends by focusing on World Heritage as a brand. Sections 2.5 - 2.6 discuss the theoretical framework for the study, Keller's (1993) Dimensions of Brand Knowledge. The language of Keller's (1993) model has been retooled to relate to a protected site visitor instead of a store 'customer.' A literature review on the different roles played by brands for their primary stakeholders is provided. Gaps in the literature regarding the roles of protected site brands are clearly identified. Objective One of this study is also developed. Sections 2.7 - 2.10 discuss the status of visitor monitoring in Australia, with an emphasis on the literature identifying the need to develop comparable data sets across sites upon which to base management decisions and marketing efforts. The lack of visitor research across all five World Heritage Areas is identified as a research gap and is the basis for Objective Two. The literature on visitor awareness of

the World Heritage brand, and its influence on the decision to visit, is reviewed at the international, national and state levels. Gaps in the site level literature are discussed in particular detail. Objectives Three and Four are identified based on these site level research gaps. Finally, the investigator reviews the literature on collecting places and destinations. In the process, the final research gap is recognised and Objective Five is identified. A summary concludes Chapter Two.

2.2   The Dual Nature of a Brand

The term 'brand' derives from an Old Norse or Germanic root meaning 'to burn.' Originally, the term described the burn scar placed on the hide of cattle to identify ownership (Interbrand Group, 1992). Ancient Egyptian brick makers, according to Farquhar (1989), placed brand marks on their products for identification purposes. Later, medieval trade guilds in Europe required brand marks on their products. However, Farquhar (1989) proposes that 'brand names' originated in the early sixteenth century when whisky distillers shipped their product in wooden barrels burned with the producer's name on the top of each cask.

The term 'brand' has evolved significantly since then, but not without controversy. While many authors agree that brands are among a company's most valuable assets (Dawar, 2004; Askegaard, 2006), Kapferer (2004, p. 9) remarks "one of the hottest points of disagreement between experts is the definition of a brand." In the literature, the term *brand* has two distinctly different definitions (Keller, 2003; American Marketing Association, 2010). One definition focuses on the tangible, physical elements of a brand - what a consumer views on a shelf in terms of shape, colour, and packaging. This definition is discussed in Section 2.2.1. The second definition (which has yet to be universally agreed upon) focuses on the intangible, emotional elements of a brand, known as a brand's equity (Farquhar, 1989). A brand's equity with a visitor is strongly linked with its influence in the decision to visit a protected area. This second definition is discussed in Section 2.2.2.

2.2.1   Brand as a tangible

The American Marketing Association (1960) defines a brand as "a name, term, sign, symbol or design, or a combination of them, intended to identify the goods or services of one seller or a group of sellers and to differentiate them from those of competitors

(cited in Wood, 2000, p. 664)." This term focuses on the tangible, physical representations or elements of a brand, such as colour, form, texture or packaging. This definition is in common usage and has been adopted by numerous authors including Aaker (1991), Kotler, (1991), Keller (1993, 2008), Doyle (1994), Dibb, Simkin, Pride and Ferrell (1997), Klink (2003), Lamb, Hair and McDaniel (2003), Kotler and Keller (2006), Pike (2008), Schulz, Barnes, Schultz and Azzaro (2009) and Kotler, Brown, Burton, Deans and Armstrong (2010). A nominal revision of the American Marketing Association's definition was published more recently as "a name, term, design, symbol or any other feature that identifies one seller's goods or services as distinct from those of other sellers (American Marketing Association, 2010)."

The key to creating a brand, based on the American Marketing Association's (2010) definition, is to choose a tangible element such as a name, logo, package design and shape or other feature that readily identifies the product and distinguishes it from others within the same product category. For example, the distinctive Nike™ swoosh clearly identifies Nike™ products from those of its competitors in the athletic shoe category. Thus, the American Marketing Association's (2010) definition encapsulates the most fundamental, practical and visual elements of a brand. However, there is another dimension to brands.

2.2.2   Brand as an intangible

The second definition of a brand includes, in varying degrees, the mental or intangible aspects of a brand. This is the part of a brand a consumer experiences emotionally such as atmosphere, ambience, service quality or attitude (Davis, 2010). Sometimes the literature refers to this second meaning as the brand definition with a 'capital B' (American Marketing Association, 2010). Though a full discussion of this subject is beyond the scope of this dissertation, it is important to understand the conflicts in terminology.

Some authors use the term brand when referring *only* to the intangible aspects of a brand; or, define the term to include *both* the intangible and/or tangible aspects. Some examples illustrate the situation. Ambler (1992) defines a brand as a bundle of promised attributes that an individual buys and provides satisfaction to the person. These brand attributes may be real or imaginary or rational or emotional. Ambler's definition acknowledges both the tangible and intangible elements that comprise a brand. Unlike

Ambler (1992), Neumeier's (2009) characterisation of a brand as "a person's gut feeling about a product, service or company" focuses solely on the intangible emotional elements of a brand. De Chernatony's (2009, p. 104) brand definition as "a cluster of values that enables a promise to be made about a unique and welcomed experience" is another example of an emotionally-based, intangible definition. In a final example, Lom (2010) defines a brand as a combination of tangible and intangible elements, such as trademark, design and logo along with the concept image and reputation which those elements convey regarding specified products and/or services. The above examples illustrate that the literature has yet to settle on the 'second' definition of a brand.

To complicate matters, defining a brand based on its intangible characteristics heavily overlaps with another marketing term, *brand equity (*Leuthesser, 1988). As Chitty, Barker and Shimp (2008) observe brand equity is another term that has been defined many ways. For example, Farquhar (1989, p. 24) defines brand equity as "the 'added value' with which a given brand endows a product." Rossiter and Percy (1997, p. 131) argue that brand equity as the "reputation or goodwill represented by the brand name rather than the brand name itself." Both definitions are not so dissimilar from Neumeier's (2009) or De Chernatony's (2009) definition for a brand. Kotler et al.'s (2010, p. 699) definition for brand equity is much more specific as the "value of a brand based on the extent to which it has high brand loyalty, name awareness, perceived quality, strong brand associations, and other assets such as patents, trademarks…" However, there is a strong overlap with Lom's (2010) definition of a brand. The above examples illustrate the ever evolving and often ambiguous nature of the literature when it comes to terminology and reaffirms the need for clear definitions when discussing not only branding, but any subject.

For the purposes of this dissertation, brand equity is defined as "everything a consumer thinks and feels about a particular brand" This definition is straightforward, does not use jargon and can be extended towards Keller's (1993) definition for 'customer-based brand equity' which will be discussed in Section 2.5.

Positive customer-based brand equity (Keller, 1993) occurs when the consumer is familiar with the brand and carries some kind of strong, affirmative associations with it in their memory (Keller, 1993). A powerful brand possesses highly positive customer-based brand equity (Kotler et al, 2010). In contrast, negative customer-based brand

equity occurs when a consumer is dissatisfied, disappointed or unhappy with some aspect of a brand's performance (Keller, 1993). Healey (2008) observes that branding cannot rescue poor service or salvage imperfect products, especially after a customer has already had a negative experience with the brand. All brands strive for positive brand equity with their customers. "The challenge of a brand," according to Joachimsthaler and Aaker (1997, p. 38) "is to be noticed, to be remembered, to change perceptions, to reinforce attitudes and to create deep customer relationships." Kotler and Gertner (2002) go further and argue brands can incite beliefs, evoke emotions and prompt specific behaviours. Additionally, Kotler and Gertner (2002) stress that brand's equity can add to the perceived utility and desirability of a product. Duffy and Hooper (2003) agree stating that branding provides invaluable opportunities for a brand to draw from the life experiences of a user and in the process positively shape the users' attitudes towards, and perception of, the brand. Keller (2008) adds that some brands create brand ambassadors who communicate positively about the brand and strengthen the brand's ties with others.

Often a brand is linked to a story (Healey, 2008). When a person buys a brand, they are often participating in that brand's particular story. For example, Oxfam stores sell items from second and third world countries that are frequently made in disadvantaged communities. The individuals who produce the goods Oxfam buys are paid fair market value for their products. Oxfam advertises its brand based on its fair trade practices. Consumers who wish to participate in fair trade practices and support these values purchase Oxfam products, even when they are priced higher than other shops carrying similar items. Customers leave the store feeling good about the purchase and their support for social justice and fair trade. The compelling stories told by a brand are an important link between the brand and its customers. However, for a brand to be able to tell its story to the consumer, the consumer must first notice and be aware of the brand. The tangible elements of the brand aid this process.

2.3   The Elements of a Brand

The components of a brand which identify and differentiate it from other brands are called the *elements* of a brand (Keller, 1993). Ideally, the product should be easily distinguishable from its competitors in the same product category and generate a series of positive associations when viewed. This increases the chances a customer can easily

see the product and choose to make a purchase. Section 2.3 discusses the two most visible and tangible elements of a brand's identity - the brand name and brand mark. A discussion of the intangible aspects, or a brand's equity, is found in Section 2.3.4.

2.3.1   The brand name

Frequently considered the 'centerpiece' for introductory marketing efforts, the brand name is typically the first marketing element chosen for any product (Klink, 2003). A well chosen brand name can greatly increase the chances of a product's success in the marketplace (Healey, 2008; Kotler et al., 2010; Shimp, 2010). "A good brand name," Shimp (2010, p. 71) suggests, "evokes feelings of trust, confidence, security, strength, durability, status and many other positive and desirable associations." It is also the one aspect of a brand that usually never changes (Murphy, 1990).

A brand name, as defined by Kotler (1991), is the part of the brand that can be spoken aloud. There are a variety of guidelines for the development of an effective brand name. A useful brand name should be distinctive, easy to pronounce, recognize and remember (Robertson, 1989; Aaker, 1991). The name should preferably be short (Kotler, 1999; Temporal, 2002; Lamb, Hair & McDaniel, 2003), easy to spell (Wheeler, 2009), and likeable (Neumeier, 2003). When pronounced, Wheeler (2009) proposes the name should be rhythmical. Take for example, the *Ford Focus®* brand name. The name is short, easy to spell, pronounce and remember. It is likable and very rhythmical. In contrast, the *Volkswagon Touareg®* is a brand name that while relatively short, is very difficult to properly spell and pronounce. The name may or may not be likeable, but it is a very difficult to name to remember. The *Volkswagon Touareg®* name also lacks rhythm. Thus, the *Ford Focus®* brand name already has an advantage over the *Volkswagon Touareg®* in marketing campaigns simply because its name follows good branding practices.

Continuing with the elements that comprise a good brand name, Wheeler (2009) recommends the name should look great in the chosen graphic design and in electronic formats. Misiura (2006) suggests brand name should also be timeless and exclusive to the organization. Often name exclusivity is achieved through legal protection in appropriate domestic and international markets (Aaker, 1991; Stobart, 1994; Lamb, Hair & McDaniel, 2003; Kotler et al., 2010). Others state the domain name should be obtainable (Healey, 2008; Wheeler, 2009).

Ries and Trout (1986, p. 76) suggest the brand name is the first contact between the 'message and the mind.' The two argue the single most important marketing decision a business can make is what to name its product. A brand, according to Ries and Trout (1986), means defining in the customer's mind what the brand stands for and how it compares with other competing brands. Ideally, the brand name should 'reinforce' the product concept and its intentions (Kotler, 1991; Kapferer, 1997; Keller, 2003); therefore, the name should suggest something about the product's benefits or imply something about its qualities (Aaker, 1991; Kotler, 1991). An effective brand name has the ability to minimise the burden on marketing communications, to build awareness and link brand associations (Dong & Helms, 2001) in a very economical fashion in the customer's mind. For example, *Mr. Clean®*, *Best Foods®, Slimfast®* and *Jolly Time Popcorn®* are brand names that instantly reinforce the product's concept and intentions while creating positive associations. The same is true for protected site brand categories. For example, *national park* and *national monument* are brand categories that instantly create the positive association that the properties are of such value as to be under the protection of a nation's government. Thus, brand names can be an exceptionally effective shorthand means of communication (Keller, 2003).

Kotler (1991) points out that brand owners should make sure that a brand name does not carry negative associations in other languages or cultures. The *American SciFi Channel®* is an example of this type of branding mistake. When the network started moving towards less science fiction and more towards other genres, network executives changed the channel's brand name to *SyFi®*; unaware that in some countries *SyFi®* is a slang term for syphilis (Business Insider, 2011).

In many countries, Dong and Helms (2001) argue, the symbolic meaning of a brand name is also critical to its success. For example, *Coca-Cola®* took over eleven years to make a profit in China due in part to a poorly chosen brand name. After retooling its Chinese brand name to mean 'tastes good and makes you happy,' *Coca-Cola®* now dominates China's massive soft drink market (Dong & Helms, 2001).

The right brand name, according to Wheeler (2009, p. 21) should position "the company for growth, change, and success." It should possess long term sustainability and preserve possibilities. Therefore, a well chosen name is an essential asset for any brand

(Kapferer, 1997; Wheeler, 2009). Dong and Helms (2001, p. 101) conclude that a good brand name is a starting point for positive brand equity.

While the brand name is typically the central element of a brand, visual elements also play a critical role (Keller, 2003). Brand marks are the other tangible aspect of a brand.

2.3.2   The brand mark

Brand marks are visual designs designed to act as optical triggers to conjure up brand recognition and recall leading to the identification of the product and consumer motivation to purchase the brand (Berry, 1989; Aaker, 1996; Schmidt & Ludlow, 2002). Thus, a brand mark is a graphic design that helps identify the product from its competitor's within the same product category (Kotler, 1991) so users may find it easily and be stimulated to buy it. Brand marks, according to Henderson and Cote (1998, p. 15) are "one of the main vehicles for communicating image, cutting through the clutter to gain attention, and speeding the recognition of the product or company." When products or services are similar, according to Aaker (1991), a unique brand mark can be the central element in the consumer's differentiation process between products.

Wheeler (2009) identifies five synonyms for the term brand mark: *logo*, *mark*, *identity*, *symbol* and *trademark*. Though all the terms are linked, Wheeler (2006) and others (Keller, 2003; Healey, 2008; Lom, 2010; Kotler et al., 2010) make a distinction between a trademark and other brand mark synonyms. The term trademark is generally used when discussing the brand mark in legal terms and the elements under legal protection – the parts of the brand identity that can be registered with a federal government and protected from future litigation (Wheeler, 2006; Kotler et al., 2010). Regardless of the term used, brand marks appear not only on a product's packaging but in a variety of other venues such as television, letterhead, signs, annual reports, business cards (Henderson & Cote, 1998) fax forms, newsletters, web sites, videos, banners, blogs, promotions, ephemera (Wheeler, 2009) and much more.

Henderson and Cote (1998) argue that a brand mark should be recognisable and familiar. Similar to a brand name, a brand mark should be likable, elicit a commonly held meaning among its target audience and generally evoke a positive affect. It must be easy to store and access in a person's memory (Henderson & Cote, 1998). Wheeler (2006) agrees with Henderson and Cote that a brand mark should to be memorable,

adding it should also be simple, bold and generally appropriate. A brand mark, according to Healey (2008) can take almost any form. Some brand marks consist of only a single word while some are made up of only a design with a focus on colour, typography, visual style and/or graphic motif. Most brand marks usually involve a combination of words and symbols (Healey, 2008). Klink's (2003) work on the design relationships between the brand name and brand mark demonstrates that brand marks can be formulated to be perceived as inherently related to the brand name. Consistency in design between the structural characteristics of the brand name and brand mark can help communicate the meaning of the brand (Klink, 2003). Paul Rand, the great designer, sums up the discussion of brand mark characteristics as, "The ideal logo is simple, elegant, economical, flexible, practical and unforgettable (cited in Healey, 2008, p. 90)."

Keller (2008) identifies four benefits of brand marks. First, brand marks are often easily recognisable and can be a valuable means to identify products, even though consumers may recognise them but be unable to link them to any specific product. Because they are often non-verbal, brand marks are versatile and transfer well across cultures and over a range of product categories. Brand marks also offer advantages when the full brand name for any reason is difficult to use (Keller, 2008). Last, brand marks can be more easily adapted gradually to achieve a more contemporary look than brand names (Keller, 2008), responding to the needs of fashion and style over time (Aaker, 1991; Schmidt & Ludlow, 2002; Shimp, 2010).

Wheeler (2006) explains the three steps in the human cognition sequence relating to brand marks. "Visual images can be remembered and recognized directly while words have to be decoded into meaning…Reading is not necessary to identify shapes, but identifying shapes is necessary to read (Wheeler, 2009, p. 52)." Thus, the human brain acknowledges and remembers shapes first. A brand with a distinctive shape will make a faster imprint on the viewer's memory (Wheeler, 2009). Colour is second step in the cognition sequence. Colour can stimulate emotions or induce particular brand associations. Content is third in the sequence behind shape and colour (Wheeler, 2009).

The brain takes a longer period of time to process language compared to either shapes or colours (Wheeler, 2009). These visual cues, according to Schmidt and Ludlow (2002,

p. 32) "can unite, motivate, signal change or continuity, appeal to the emotions, trigger associations, bring order, differentiate, and sell." Thus, unique brand marks are a fast and efficient method to convey a variety of messages and associations to the viewer (Aaker, 1991; Keller, 2003).

Wheeler (2009) identifies five different groups of brand marks: wordmarks, letterforms, pictorial marks or abstract/symbolic marks and emblems. As a focus of this study is on the World Heritage brand whose brand mark is the World Heritage emblem, only emblems will be discussed further.

An emblem is a shape inextricably interwoven with a name – whether the brand mark represents a business, not-for-profit organisation, government agency, place, object or concept. The elements of an emblem are never isolated from one another (Wheeler, 2009). The words contained in an emblem must be legible. Legibility is the biggest problem as mobile communication screens become smaller and multi-brand ads are miniaturised (Wheeler, 2009). Ries and Ries (1998) concur with Wheeler (2009) arguing that legibility is the most important consideration in selecting a typeface used on an emblem. The lettering must be clear and crisp. If the typeface is virtually illegible, the emblem has little or no meaning in the consumer's mind. An emblem stripped of its words is no longer an emblem, but would be regarded as an abstract symbol or mark (Wheeler, 2009).

Still, Ries and Ries (1998) argue the visual symbol is overrated and the meaning of the brand lies in the brand name, not in the brand mark. From their perspective, the power of a brand name lies in the meaning of the word(s) in the consumer's mind.

The best brand marks are those that exert an emotional pull or meaning on the viewer (Aaker, 1991). However, the meaning of a brand mark is rarely immediate. Meaning needs to be communicated and nurtured. Wheeler (2009) emphasises that companies must articulate the 'big idea' behind their brand mark and take advantage of every chance to share the larger meaning as a way of building the brand in the customer's mind (Wheeler, 2006).

2.3.3 Consistency in communicating the brand

A strong brand is a proactive approach towards meeting the goals of stakeholders (Archer & Wearing, 2002). According to Tumbusch (2002), all internal and external business communications should maintain a consistent look to create an effective overall image. Hafner and Akers (2011, p. 35) emphasise that "consistency is the key when building a brand and when using a logo to help build the brand." However, many businesses and organisations fail to be consistent in their branding. For example, using different names and images for the same brand can make it difficult for a customer or visitor to know what associations they should have with the brand. Companies that have re-branded but failed to remove the old brand marks on signage, promotional material, and letterhead create a confusing message in the customer's mind. Inconsistent use of a leads to brand confusion and weakens a brand's identity (Schmidt & Ludlow, 2002; Keller, 2003).

A memorable brand message consists of a unified, consistent message that is repeated (Wheeler, 2009) over and over again. According to Joachimsthaler and Aaker (1997), if the brand identity is confused or ambiguous, there is little chance that effective brand building will occur.

2.3.4 Brand equity

Keller's (1993) Dimensions of Brand Knowledge, the theoretical model upon which the research was framed, discusses brand equity in detail. The discussion of brand equity can be found in Section 2.5.

2.4 The World Heritage Brand

World Heritage is one of well over 1,000 different protected area brand categories (Chape et al., 2003) worldwide that together makeup the global protected area system. World Heritage is acknowledged as a highly respected international protected site brand category (Buckley, 2002; Hall & Piggin, 2003; Fyall & Radic, 2006; Ryan & Silvanto, 2009). Being inscribed upon the World Heritage List is regarded as the highest honour a protected area can receive (Shackley, 1998; Hall & Piggin, 2003; Fyall & Radic, 2006). According to Luly and Valentine (1998, p. 12) the designation places the site in the exclusive category of the "best of the best." Often the brand is used to attract international and domestic visitors (Hall & Piggin, 2001).

Yet, Hall and Piggin (2003) comment that little is really known about the basic nature of the World Heritage visitor attraction product by those who market such sites. Ryan and Silvanto (2009) also note that the skill and success with which the World Heritage brand is being managed at the international, national and site levels is difficult to assess based on the paucity of relevant, useful date.

Sections 2.4.1 and 2.4.2 below review the elements of the World Heritage brand. The tangible aspects of a brand discussed previously are applied to the World Heritage brand name and the World Heritage emblem.

2.4.1 The World Heritage brand name

The first tangible element of the World Heritage brand is its name. The World Heritage name meets almost all of the well established guidelines for an effective brand name. The World Heritage name keeps with Kotler's (1991) 'reinforcer' concept, boldly claiming its intentions and notifying citizens that the brand is important and significant to the entire global public. The name World Heritage, as suggested by Shimp (2010), evokes a variety of positive associations including trust, confidence, security, strength and status. It carries an inherent positive connotation as suggested by Kotler (1991). The brand name follows Robertson's (1989) and Aaker's (1991) recommendations as being distinctive, easy to pronounce, recognise and remember. World Heritage keeps with the guidelines that many have suggested such as being reasonably short, easy to spell, likeable and memorable. The phrase is distinctive from other protected site brand names. The World Heritage name is timeless (Misiura, 2006). The name is also easily associated with potential positioning statements and brand strategies (Misiura, 2006). The phrase, as advised by Kotler (1991), does not carry negative connotations in other languages and possesses a very positive symbolic meaning (Dong & Helms, 2001). Furthermore, the World Heritage name is exclusively trademarked by UNESCO under the International World Intellectual Property Organisation (WIPO) Act to identify particular properties which meet the strict criteria laid out by the World Heritage Committee (UNESCO, 2011). Thus, the World Heritage brand name possesses the general characteristics of a very effective brand name.

2.4.2   The World Heritage emblem

The second tangible element of the World Heritage brand is the brand mark known as the *World Heritage emblem* shown in Figure 2.1.

Figure 2.1 The World Heritage emblem

(UNESCO, 2011)

The World Heritage emblem, according to the *Operational Guidelines for the Implementation of the World Heritage Convention* (2008) represents the inter-connectedness between inscribed cultural and natural properties. The central square is a design created by man and the circle represents nature, the two being eternally linked (UNESCO World Heritage Centre, 2008a). The multiple messages the emblem is to convey to a viewer include:

> The [e]mblem…is a symbol of protection. It symbolizes the Convention, signifies the adherence of State Parties to the Convention, and serves to identify properties inscribed in the World Heritage List. It is associated with public knowledge about the Convention and is the imprimatur of the Convention's credibility and prestige. Above all, it is a representation of the universal values for which the Convention stands (UNESCO World Heritage Centre, 2008a, Chapter VIII.A, paragraph 258).

State Parties are encouraged to allow World Heritage properties to make broad use of the emblem on items such as letterheads, brochures and staff uniforms (UNESCO World Heritage Centre, 2008a). The *Operational Guidelines* specify that the emblem should always include the text 'WORLD HERITAGE. PATRIMOINE MONDIAL.' The third phrase "PATRIMONIO MUNDIAL' is allowed to be translated into the national language of the State Party (UNESCO World Heritage Centre, 2008a). However, this aspect of the Operational Guidelines is not strictly adhered to. The World

Heritage emblem is frequently used by individual World Heritage properties on many public communications such as newsletters, web sites and brochures stripped of the encircling phrases such as shown in Figure 2.2. UNESCO even uses this form of the

Figure 2.2 The 'stripped' World Heritage emblem

(Source: Mandala.ca)

World Heritage emblem. For example, see the graphics contained on the cover and within the UNESCO World Heritage Information Kit (UNESCO World Heritage Centre, 2008b). Wheeler (2009) reminds that without the encircling phrases, the brand mark is no longer an emblem but an abstract mark, where the viewer must be taught its meaning over time. Neither the literature, nor UNESCO, differentiates between the two different brand mark forms; thus for clarity, the investigator developed two terms to identify the differences between the two different World Heritage symbols. The World Heritage emblem referred to in this study as the 'full' World Heritage emblem includes the encircling phrases around the abstract design. The brand mark without the encircling phrases is known in this study as the stripped World Heritage emblem. These definitions were presented to both the Australian World Heritage Advisory Committee and UNESCO's World Heritage Committee working group on branding in King's (2010b) report.

2.4.3   Consistency in presentation of the World Heritage brand

The World Heritage Convention mandates each State Party to effectively identify, protect, conserve, present and transmit for future generations the World Heritage properties situated within their boundaries (UNESCO, 1972). Under their obligations to the World Heritage Convention, each State Party is encouraged to ensure that the World Heritage status of their inscribed sites "is adequately marked and promoted on-site (UNESCO World Heritage Centre, 2008a, paragraph 217)."

While some World Heritage managers do an admirable job presenting the World Heritage nature of their site such as Shark Bay, Australia; many others fail to adequately present the World Heritage brand within their property. Fyall and Radic (2006) point out that often the World Heritage brand is unevenly presented across countries and even sites managed by the same agency. Ryan and Silvanto (2009) echo this statement. Borges, Carbone, Bushell and Jaeger (2011) also note the lack of uneven presentation of the World Heritage brand across sites around the world.

In Australia, the lack of adequate presentation of the World Heritage brand has been commented on for at least fifteen years. As far back as 1996, experts were pointing out that the presentation of World Heritage, including signage and the World Heritage emblem, varied from site to site in Australia and that there was little uniformity in how World Heritage material was presented to visitors (Commonwealth of Australia, 1997b). To determine the actual level of presentation of the World Heritage brand in Australia, King (2010a) traveled to and took pictures of signage in fourteen Australian World Heritage Areas. King confirmed that fifteen years later, the presentation of the World Heritage brand in Australia is still highly variable across sites and even within sites managed by the same agency. The Commonwealth Government of Australia, in their 1997 report on *Managing Australia's World Heritage Areas*, urged agencies to provide signage with the World Heritage emblem and explanatory text at all major access points to World Heritage properties; and, to incorporate the World Heritage emblem in all interpretive materials and directional signs in World Heritage Areas (Commonwealth of Australia, 1997b). Obviously, this has yet to be achieved. Concerning Queensland's overall presentation of the World Heritage brand, only King (2010a) has commented on the lack of prominent, consistent and repeated World Heritage signage across and within sites.

2.4.4   The brand equity of World Heritage

The brand equity of any protected property begins when the emotions, associations and personal experiences related to the particular brand are remembered by the potential visitor (Keller, 1993). The equity of the brand then has the opportunity to influence either positively or negatively the individual (Rossiter & Percy, 1997). As an elite brand protecting the world's very best cultural and natural sites, the World Heritage brand should have a strong, positive equity with the public.

The tourism literature clearly indicates that once a property is inscribed upon the World Heritage List, it not only gains a higher international profile, but usually includes significant implications for tourism (Slatyer, 1983; Drost, 1996; Hall & MacArthur, 1996; Shackley, 1998, 2006; Cleere, 2000, 2006; Eagles & McCool, 2000; Hall & Piggin, 2001; Buckley, 2002, 2004; Harrison, 2004; Williams, 2004; Van der Aa, Groote & Huiden, 2004; Bandarin, 2005; Fyall & Radic, 2006, Petr, 2009).

Additionally, numerous authors have made general comments and observations that the World Heritage brand is a main draw card for visitors deciding to experience a particular site (Shackley, 1998; Hall & Piggin, 2001; Buckley, 2002; Harrison, 2004; Van der Aa et al., 2004; Bandarin, 2005; Petr, 2009). For example, Shackley (1998) claims that the World Heritage brand is instantly recognised by international visitors and denotes a 'must see' location. Slatyer (1983) notes when Mesa Verde National Park was inscribed in 1978, tourism to the national park increased significantly (however, Slatyer does not provide any pre- or post- visitation figures). Cleere (2006) mentions visitation to Sammaladenmki, a Bronze Age cairn cemetery in Finland, rose 'tenfold' during the first year after listing in 1999, though Cleere does not provide any visitor numbers. In a quantitative study, Hall and Piggin (2001) report a tenuous increase in visitation to sites after World Heritage listing of only one to five percent.

While much is assumed about the relationship between visitors and the World Heritage brand, little qualitative or empirical research has actually been conducted regarding the influence of the World Heritage brand (Tisdell & Wilson, 2001; Hall & Piggin, 2003; Ryan & Silvanto, 2009) on a visitor's decision to visit. More about the brand equity of World Heritage will be discussed on Section 2.9, on the influence of the World Heritage brand on an individual's decision to visit.

2.5 Theoretical Foundations: Keller's Brand Knowledge Model

The conceptualisation of brand knowledge used most widely in the literature is Keller's (1993) model of brand knowledge (Schultz et al., 2009). This section reviews Keller's model, the theoretical foundation upon which this study is based. Instead of the customer-orientated language used to explain the model, Keller's language has been adjusted towards a visitor experiencing a protected property. Understanding the

components and organisation of brand knowledge in the visitor's mind is essential as it influences what comes to mind when a visitor thinks about a protected site brand category such as World Heritage; or, a specific protected site name such as Fraser Island.

Keller's (1993) model (Figure 2.3) details the *visitor-based brand equity*, or the intangible aspects of protected site brands. According to Keller (1993), the first dimension of brand knowledge is *brand awareness*. Brand awareness relates to whether a specific brand name comes to mind when a visitor thinks about the protected site brand category and the ease with which the brand name is evoked (Aaker, 1991; Keller, 1993). If the name comes easily to mind, it is said to have 'top of mind' awareness (Gruber, 1969; Pike, 2008). Rossiter and Percy (1997) argue that brand awareness should be a universal communication objective for management since a customer, in this case a visitor, cannot form an emotional bond with a brand until they first become aware of it.

Brand awareness consists of two parts: *brand recognition* and *brand recall* (Aaker, 1991; Keller, 1993). Brand recognition requires a visitor to identify correctly the protected site brand as having been previously seen or described, a superficial level of awareness. Brand recognition can be *aided* or *unaided* (Rossiter & Percy, 1997). Unaided recognition is when the visitor recognises the protected site brand without a cue. An example of unaided recognition is a visitor who reads a sign and recognises that they have seen the stripped World Heritage emblem previously. Aided recognition involves some sort of cue for the consumer to realise that they recognise the brand (Rossiter & Percy, 1997). For example, when the visitor sees the World Heritage name beside the stripped emblem and remembers as having seen the brand mark before.
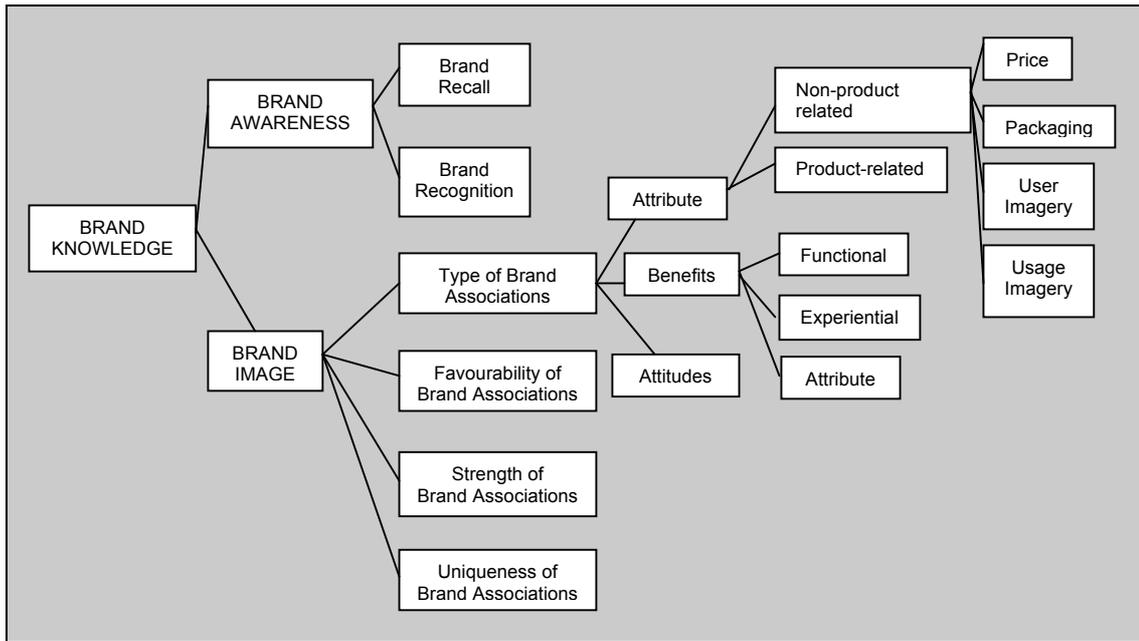
Figure 2.3 Dimensions of Brand Knowledge

(Source: Keller, 1993, p. 7)

Brand recall is a visitor's ability to remember the protected site brand when given the brand category or some other type of memory cue (Keller, 1993). *Unaided recall* is the ability for a visitor to recall the protected area brand without a memory cue while *aided recall* requires a memory cue for the visitor to remember the brand (Rossiter & Percy, 1997). While most visitors can recall a protected site brand with some type of memory cue, fewer can retrieve a brand from memory without any reminders (Shimp, 2010).

Keller (1993) argues brand awareness is important to the visitor decision-making process for three reasons. First, it is important that a potential visitor think of the protected site brand name when they are thinking of the protected site category. Increasing brand awareness enhances the chances that the brand will become part of the 'consideration set' for visitation. Second, brand awareness can affect decisions about the protected site brands contained within the consideration set. And lastly, Keller (1993) argues brand awareness affects the visitor decision-making process by influencing the formation and strength of brand associations linked with the protected site's brand's image. For example, when a visitor has a positive experience in a World Heritage Area, the associations related to the experience are established in a memory node. The nature of that brand information node affects how easily different kinds of information become attached in memory in the future (Keller, 1993). This study

examines visitor awareness of the World Heritage brand in detail, examining visitor recognition and recall of the World Heritage brand as well as top of mind awareness.

The second dimension of Keller's (1993) model defines *brand image* as perceptions about a brand signaled by the brand associations held in a visitor's memory. *Visitor-based brand equity* occurs when the visitor is familiar with the brand and holds some favourable, strong, and potentially unique brand associations in their memory. These associations are linked to the brand node and play an important role in influencing visitor choice of one protected site brand over another.

Types of brand associations take the form of attributes, benefits and attitudes. Attributes are the descriptive elements, features, or components that characterise the World Heritage brand. Brand attitudes are the consumer's overall evaluation of the brand and are usually formed on the basis for consumer brand choice (Keller, 1993). As study's focuses on a single key attribute of the World Heritage brand, the rest of the attributes branch are not discussed.

Hence, the different types of brand associations making up the brand image include product-related or non-product related attributes; functional, experiential, or symbolic benefits; and overall brand attitudes. These associations vary according to their favourability, strength and uniqueness (Keller, 1993). Associations differ according to how favourably a brand is evaluated.

A successful marketing program creates favorable brand associations where consumers believe the brand has attributes and benefits that fulfil their needs and wants such that a positive overall brand attitude is formed (Keller, 1993). The customer will most likely choose to purchase or use that brand over any other. Associations may also be categorized by the strength of the connection to the brand node. When a consumer actively thinks about and expands on the significance of product or service information, stronger memory associations are created. This in turn, increases both the likelihood the information will be accessible and be more easily recalled (Keller, 1993, p. 5). In other words, the more memory cues linked to the brand node, the greater the likelihood the information will be remembered more easily.

In summary, brand knowledge is based on the visitor being aware of the brand, and the strength, favourability and associations that the protected site brand carries in the individual's mind - its visitor-based brand equity. Based on the brand's attributes, benefits and individual's attitude towards the brand, a decision to visit the site may or may not occur.

2.6   The Roles Brands Play for Their Stakeholders

Almost everyone is familiar with the most fundamental, tangible aspect of brands as they shop. Brands identify and differentiate one product from another and have been doing so for centuries (Farquhar, 1989). However, brands do more than simply distinguish products from each other. They fulfil a variety of important roles for their stakeholders (Kapferer, 1997; Keller, 2003; Temporal, 2002; Jones & Slater, 2003; Schultz et al., 2009). The literature review found a surprising absence regarding an accepted list of roles played by commercial brands for their stakeholders. In fact, few authors addressed the subject. Commonly, an author listed only a few broad brand roles. For example, Stuart (1993) lists the roles of brand in consumer markets as sources of information; consumer protection; and, consumer expectations. Other authors provide partial lists of brand benefits, of which some elements are also the actual role of the brand. For example, Schultz et al. (2009) identifies consumers and end users, intermediaries and brand owners as the three groups for whom brands provide functional, emotional and psychic values and benefits. According to Schultz et al. (2009) a brand represents authenticity, a promise of value and may connote luxury for the consumer. For intermediaries, such as wholesalers and retailers, brands create value because they command premium prices or generate strong brand loyalty. For brand owners, brands are the source of economic value to the organisation (Schultz et al., 2009). A review of the available literature found two authors who attempted to compile thorough lists on the roles commercial brands play. These lists were developed by Kapferer (1997) and Keller (2003).

Kapferer (1997) developed a list of brand roles. According to Kapferer (1997, p. 28) a "brand is a sign (therefore external) whose function is to disclose the hidden qualities of the product which are inaccessible to contact (sight, touch, hearing, smell) and possibly those which are accessible through experience but where the consumer does not want to take the risk of trying the product." Thus, Kapferer's (1997) list identifies the roles of a

brand primarily through a consumer's brand equity lens. Kapferer's (1997) list is shown in Table 2.1.

Table 2.1 Functions of a brand for the consumer

Role for the consumer	Consumer benefit
Identification	To be clearly seen, to make sense of the offer, to quickly identify the sought-after products
Practicality	To allow savings of time and energy through identical repurchasing & loyalty
Guarantee	To be sure of finding the same quality no matter where or when you buy the product or service
Optimisation	To be sure of buying the best product in its category, the best performer for a particular purpose
Characterisation	To have confirmation of your self-image or the image that you present to others
Continuity	Satisfaction brought about through familiary and intimacy with the brand that you have been consuming for years
Hedonistic	Satisfaction linked to the attractiveness of the brand, to its logo, to its communication
Ethical	Satisfaction linked to the responsible behaviour of the brand in its relationship with society (ecology, employment, citizenship, advertising which doesn't shock).

(Adapted from Kapferer, 1997, p. 30)

According to Kapferer (1997) the 'identification' and 'practicality' roles of a brand are a fundamental and essential part of any brand. They act as the consumer's recognised brand mark to facilitate product choice and save time. The three roles, 'guarantee', 'optimization' and 'characterisation,' reduce any perceived risks in the product or service purchase on the part of the consumer. The usefulness of these brand functions, as Kapferer (1997) aptly notes, does depend on the product category being considered. The last three brand roles in Kapferer's list are more oriented towards pleasure and self-approval.

Kapferer (1997) also identifies the functions of a brand for retailers and manufacturers as: to indicate the manufacturer, to identify the product source, to incorporate the product among other brands, to personalise the product and to capture clientele of a competing brand by acting as a copycat or through the use of other strategy.

Keller (2003) developed a list of roles played by brands as shown in Figure 2.4. This list identifies both the consumer and the manufacturer as brand stakeholders and lists the roles a brand plays for each.

```
┌─────────────────────────────────────────────────────┐
│  CONSUMERS                                           │
│                                                      │
│    Identification of source of product               │
│    Assignment of responsibility to product maker     │
│    Risk reducer                                      │
│    Search cost reducer                               │
│    Promise, bond or pact with maker of product       │
│    Symbolic device                                   │
│    Signal of quality                                 │
│                                                      │
│  MANFACTURERS                                        │
│                                                      │
│    Means of identification to simplify handling or tracing │
│    Means of legally protecting unique features       │
│    Signal of quality level to satisfied customers    │
│    Means of endowing products with unique associations │
│    Source of competitive advantage                   │
│    Source of financial returns                       │
└─────────────────────────────────────────────────────┘
```

Figure 2.4 The roles brands play

(Source: Keller, 2003, p. 9)

According to Keller (2003), a brand not only identifies which manufacturer made the product but also assigns responsibility for its performance to a specific manufacturer. The consumer's past experience with the brand reduces the risk factors in the selection process within that specific product category so the consumer knows whether or not they wish to purchase that particular product (Keller, 2003). If the consumer recognises the brand and possesses some degree of knowledge about it, they do not have to engage in as much thought in deciding which product to buy compared with an unfamiliar brand. In other words, brands provide the consumer with a means of simplifying their purchase decisions. Consumers support brands with their loyalty in return for consistent product performance, pricing and marketing. Thus, as long as the pact between the consumer and the product is maintained, the consumer will probably remain loyal to the product and make a repeat purchase (Keller, 2003). However, Shimp (2010) notes that loyalty may not be maintained if a superior brand is introduced. Brands also help consumers save time by identifying themselves as the product the consumer wants (Keller, 2003). Certain brands possess perceived luxury qualities and convey a perception of greater worth, extending their imagined status to the consumers that use them, allowing a product to be sold at a higher price (Kapferer, 1997; Temporal, 2002; Keller, 2003). Often, a brand provides the buyer with a sense of affirmation and

acceptance into an imaginary community of people with shared values (Healey, 2008). A brand is a signal of quality to those consumers who use it and identifies it for a repeat purchase by the satisfied visitor (Keller, 2003).

For manufacturers, brands are a way to identify and manage their products more efficiently and a means of protecting the special aspects of the entity upon which their business is based (Keller, 2003). Through marketing efforts, brands can be partnered with tangible and intangible associations that align with a consumer's self-image, wants and needs, to help attract the consumer to the product (Kapferer, 1997; Keller, 2003). Obviously, when a business manages a brand properly, it can be a source of tremendous competitive advantage and financial returns (Keller, 2003).

It could be argued that Keller's (2003) list lumps some brand roles for the consumer under the heading of 'symbolic device', while Kapferer (1997) teases out more explicit roles brands play for the consumer and divides them up under the additional categories of 'continuity', 'hedonistic' and 'ethical. Kapferer's (1997) subdivisions are important when helping identify all the roles played by protected area brands as they bring forth more of the intangible aspects of a brand. In contrast, Keller's (2003) and Kapferer's list of brand roles for manufacturers are rather similar overall.

When reworded slightly, the partial list of benefits and values presented by Schultz et al. (2009) fit in well with Kapferer's (1997) and/or Keller's (2003) lists of brand roles. For example, Schultz et al. (2009) suggests that brands promise value which could be viewed by Kapferer (1997) as a 'guarantee' or by Keller (2003) as a 'promise, bond or pact' with the manufacturer. Schultz et al. (2009) points out that a brand may connote luxury which could fit with Keller's (2003) 'signal of quality' and potentially under several different elements in Kapferer's (1997) list. Schultz et al. (2009) does identify the need to include intermediaries in the commercial brand framework equation. For intermediaries, such as wholesalers and retailers, brands create value because they command top prices or generate strong loyalty. For owners, brands are the source of economic value to the organisation (Schultz et al., 2009) which fits into Keller's (2003) list under 'as a source of financial returns." Thus, the literature review in Section 2.6 shows that there is not an accepted framework that portrays the roles a commercial brand plays for its stakeholders as neither of these lists were found quoted elsewhere in the literature.

In summary, Section 2.6 presented an overview of the general state of the literature regarding the identification of the roles performed by commercial brands. Keller (2003) and Kapferer (1997) have seriously attempted to fill the gap on the subject. To maximise their usefulness, these lists are quite general in nature. However, a literature review found a large gap regarding a recognised, consolidated list regarding the roles played by protected site brands for their major stakeholders, one of the contributions of this study to the broader body of literature.

2.6.1   The roles played by protected site brands

The creation of a park is usually designed to produce positive social impacts (Eagles & McCool, 2000). Towards that end, stakeholders use protected area brands to perform a variety of specific roles or jobs. Yet, from a branding perspective, the roles played by protected site brands have received little systematic attention in the literature. This is not surprising as it has only been approximately eleven years since the literature began to acknowledge protected sites even as brand names. Eagles and McCool (2000) were among the first state that protected areas, such as national parks, possessed a brand identity and are some of the most famous brands in the world. Tisdell and Wilson (2001, abstract, para. 1) also moved towards accepting World Heritage as a brand name, noting that "many regard listing as prestigious and believe that it acts as a signaling device like a brand name." Buckley (2002, p. 2) declared World Heritage as a "top brand." Ultimately, Hall and Piggin (2003) solidified the argument that World Heritage (and therefore other protected area brand names) were brands by describing and outlining some of the issues regarding the management of such a high profile name. Hall and Piggin (2003, p. 204) state that "..World Heritage represents an extremely strong brand."

During this period, Archer and Wearing (2002) noted that marketing was beginning to establish itself as a valuable concept for managing Australian national parks. Archer and Wearing's (2003) observations are substantiated by Watkinson (2002, 2004) who describes the issues in rebranding the Wet Tropics of Queensland World Heritage Area.

Yet there is still some delicate wording by notable experts concerning the identification of protected area categories as brands. For example, Frost and Hall (2009) when comparing the national park concept to other famous American brands and concepts

comment, "…it is not too difficult to imagine national parks as a brand, both as a brand name and an image" as it is a concept that is both internationally recognised and treasured.

The slow acceptance of protected site categories as brands, according to Fyall and Radic (2006), may be linked to the biases of some stakeholders that applying marketing terminology to a concept such as World Heritage is distasteful. Hall and Piggin (2003) take the sentiment farther and state that some may think it is abhorrent to discuss World Heritage and branding at the same time. Additionally, managers may have been resisting the commoditisation of their protected site into something simply viewed as a tourism product instead of a property being primarily managed to protect and conserve its natural and/or cultural values (Figgis, 1999). This situation occurs, according to Larderel (2002, p. 5) because:

> World Heritage site managers are often inadequately prepared to deal with challenges of visitation and negotiate with the complex tourism industry. Their background most often lies in environmental management and biological sciences. Thus, concepts such as business management, marketing…are still relatively new to many site managers.

Eagles and McCool (2000) agree with Larderel, but point out that most protected site managers are primarily trained in resource management and generally have little interest or training in the field of marketing. Some protected area staff members continue to be wary of marketing and hold misconceptions about its role in the management of their site (Halpenny, 2007). Nevertheless, discussion of protected area names as brands are increasingly common in the literature (see, for example, Fyall & Radic, 2006; Eagles, 2007; Halpenny, 2007; Petr, 2009; Ryan & Silvanto, 2009; King & Prideaux, 2010).

Due to the relatively recent acceptance of protected area categories as brand names and their general under appreciation among some stakeholder groups, the investigator decided to conduct a review of the available literature to determine if a single framework had yet been devised identifying the roles protected area brands played for their primary stakeholders. To determine the roles played by a protected site brands, such as World Heritage, the stakeholders needed to be identified first. The *Operational Guidelines* (UNESCO World Heritage Centre, 2008a) identifies the major stakeholders of the World Heritage brand as site managers, local and regional governments, local

communities, non-governmental organisations (NGOs) and other interested parties and partners. Ryan and Silvanto (2009) identify World Heritage brand stakeholders as governments and their numerous agencies, local businesses, national and international tourist operators, heritage tourists and UNESCO. While the *Operational Guidelines* acknowledges local communities as stakeholder, surprisingly Ryan and Silvanto (2009) do not include them on their list.

Branding identifies a service or product provided by a protected area or an agency charged with managing such sites (Halpenny, 2007). A general list of roles performed by the World Heritage brand is provided by the *Operational Guidelines*. As recognised by the World Heritage Committee (UNESCO World Heritage Centre, 2008a), the general roles of the World Heritage brand are to identify, protect, conserve, present and transmit to future generations the world's cultural and natural heritage. These roles may also apply, in general terms, to other major protected site brands.

However, the roles of the World Heritage brand are much more specific and diverse than the general list declared in the *Operational Guidelines*. The UNESCO World Heritage Centre (2008b) identifies additional World Heritage brand roles, while not directly referring to them as such. The World Heritage Centre recognizes that the World Heritage brand acts as a 'magnet for international cooperation.' The brand signals opportunities for a State Party to receive expert advice, technical training and provides opportunities for capacity building (UNESCO World Heritage Centre, 2008b). The World Heritage brand is a mechanism to increase public awareness of the values of the site. Increasing public awareness about the property being protected is the role of many protected site brands. The World Heritage brand is a source of increased financial gains for the site and stimulates the local economy. Both of these roles can be fulfilled by other types of protected site brands as well. The World Heritage brand focuses international attention on the site (UNESCO World Heritage Centre, 2008a, 2008b); a role performed by some major protected site brands such as national park or national monument. The World Heritage brand is a visitor attractor, generally increasing visitation to a site (UNESCO World Heritage Centre, 2008b). Attracting visitors is a common role for many protected site brands. Though their list is incomplete, UNESCO understands that protected area brands perform a variety of roles for their stakeholders. Examples of specific roles played by protected site brands are also widely

scattered throughout the tourism literature in general; however, most are not specifically identified as protected site brand roles. For example, Drost (1996) observes that World Heritage sites are open to visitors so international and national heritage identities can be strengthened in the mind of the public. Drost (1996) has identified a role played, not only by the World Heritage brand, but by many other protected site brands such as Biosphere reserve, Ramsar wetland and PanParks. In another example, Shackley (1998) and others (Slatyer, 1983; Hall, 1992; Drost, 1996; Pocock, 1997; Hall & McArthur, 1996; Thorsell and Sigaty, 2001; Buckley, 2002; 2004; Van der Aa, 2004; Bandarin, 2005, UNESCO World Heritage Centre, 2008b) note the World Heritage brand increases visitation. As mentioned above, increasing visitation appears to be a growing role of not only World Heritage, but almost any protected site brand accessible to the public. Another protected site brand role, identified by Environment Australia (cited in Hall & Piggin, 2003, p. 208) and others (including Van der Aa, Groote and Huigen, 2004; Leask, 2006; Eagles, 2007; UNESCO World Heritage Centre, 2008) is the cultivation of local and national pride. Tisdell and Wilson (2001) as well as Buckley (2002) observe the World Heritage brand signals the quality level of site. This observation applies to other protected site brands. According to Environment Australia (cited in Hall & Piggin, 2003, p. 208) the World Heritage brand may improve regional planning, be a source of employment opportunities and increased local income, act as a catalyst for improved interpretation and visitor facilities – all roles of other major protected site brands such as national park, Biosphere Reserve and so forth. Eagles and McCool (2000) list the social benefits of parks for individual visitors, tourist operators and park managers and for society as shown in Table 2.2. Many of these benefits may also be viewed as brand roles. A similar list was developed by Pigram and Jenkins (2006). Though the distinction is a fine one, it is important to understand that protected site brands are deliberately used to perform a number of functions for and by various stakeholders, in addition to providing a series of benefits for users. As shown in this section, the literature is only now beginning to discuss this issue.

Table 2.2 Park benefits accrued by stakeholders identified by Eagles and McCool (2000)

Visitors	Tour operators & park managers	Society
Promotes conservation & preservation	Promotes conservation	Redistribute income & wealth
Gain health benefits	Develops heritage appreciation	Increase opportunities for employment
Enhance personal experiences	Generates revenue	Gain in foreign currency
Participate in a social experience	Learn from others	Assist in community development
Achieve family bonding	Creates employment & income	Promote the conservation of natural & cultural heritage
Spend quality time with peers	Develops long-term sustain-able economic activity	Sustain & commemorate cultural identity
Provide the opportunity for courtship rituals	Makes a profit	Provide education opportunities to members of society
Meet people with similar interests	Manage resource extraction	Promotes health benefits
Achieve group team building	Fosters research	Expand global understanding, awareness & appreciation
Achieve time and cost efficiency	Creates a positive experience	
Feel personal accomplishment		
Explore history		
Reaffirm cultural values		

(Source: Adapted from Eagles & McCool, 2000, pp. 39-41)

Thus, the literature review was unable to find a single practical, comprehensive framework identifying the roles of protected site brands, a gap in the literature. As protected area managers have little training in business and marketing, a framework specifically outlining the roles that a protected site brand plays for their primary stakeholders would be a useful to aid practitioners and others in their appreciation of the functions of a properly managed brand. Thus, Objective One, *to develop a practical framework on the roles protected site brands play for their primary stakeholders* was developed.

2.7   Visitor Monitoring in Australian World Heritage Areas

Visitor monitoring provides information useful for management, planning, resource allocation, performance reporting, marketing and public accountability (Newsome, Moore & Dowling 2002). An important aspect in the planning and management of

protected areas is the understanding of visitor experiences (Bushell & Griffin, 2006). Bushell and Griffin (2006) argue that collecting visitor data is important for the reasons shown in Table 2.3.

Table 2.3 The reasons for collecting data on visitor numbers and experiences

Understanding visitor expectations
Understanding visitor motivations and purpose of visits
Understanding the effectiveness of management actions
Designing visitor facilities
Determining visitor satisfaction with their experience
Determining visitor satisfaction with specific park services and facilities
Performing reporting on visitor service provision
Identifying the key drivers of visitor satisfaction within the context of a specific site, activity and/or target mark
Establishing and tracking visitor profiles – demographics, preferences, primary activity types, visitation patterns and trends in usage etc.
Monitoring regulation compliance
Correlating use levels to impact hot spots
Identifying useful indicator sites and processes for interim/routine data collection
Scheduling of staffing and maintenance
Determining the impact of interpretation materials and guided walks on appreciation and understanding of the conservation/heritage values of the site
Identifying any problems, such as safety form the perspective of the visitor, and minimizing conflict between user types
Identifying sources of information used by different categories of visitors, both pre-trip and within the protected area
Identifying travel party characteristics – size, composition, transportation and accommodation used for different visitor segments
Identifying the social, economic and political significance of recreation use of protected areas

(Source: Bushell & Griffin, 2006, p. 27)

Sheppard (cited in Pitts & Smith, p. 2) points out that there are four problems when visitor information is unavailable to managers. First, management decisions are based on the manager's personal intuition and external pressures. Second, there is no systematic basis for funding and resource allocation between parks or across user sites within a park. Third, the organisation cannot benchmark the effectiveness of management decisions or strategies; and, there is no method for identifying the consequences of alternative management strategies.

The literature review found that visitor monitoring is an underutilised management tool in Australia. In the early 1990's, the "lack of representative, systematic and accurate visitor information" on visitors within Australia's parks was noted by Pitts and Smith (1993). More recently TTF (2007) observed that quantitative data on park visitation in

Australia is poor while qualitative data on visitor needs and their behaviour is also sparse. In a study of thirteen different protected area management agencies examining visitor data collection and management in Australia's protected areas, Darcy, Griffin, Craig, Moore & Crilley, (2006) found existing visitor data, when available, patchy and partial in nature. Griffin and Vacaflores (2004) also point out the lack of consistent, good quality data on visitor numbers, profiles, motivations and desired experiences from Australia's protected areas. Others have made similar observations (see, for example: Sheppard, 1982 cited in Wardell & Moore, 2004; Pitts & Smith, 1993; Tisdell & Wilson, 2001; Buckley, 2002; Tourism Queensland, 2002a, 2002b; Wardell & Moore, 2004; Chester & Bushell, 2005; Worboys, Lockwood & De Lacy, 2005; Bushell & Griffin, 2006; Darcy, Griffin, Craig, Moore & Crilley, 2006; Gillespie Economics & BDA Group, 2008; Castley, Hill, Pickering, Hadwen & Worboys, 2008; King & Bourne, 2009; King, 2010a; and, Tisdell, 2010).

In a study of visitor use data needs gathered from thirteen protected area agencies across Australia, Darcy et al. (2006) determined the most significant visitor data collection needs included the establishment of comprehensive visitor profiles or visitor characteristics so there could be a better understanding of the different market segments using protected sites. Moreover, Darcy et al. (2006) identified the need for undertaking regular monitoring and interpretation of broad trends that could affect the demand for and use of protected areas. Bushell and Griffin (2006) argue that monitoring approaches should examine data comparability over time and across different sites. While Bushell and Griffin (2006) note some visitor monitoring initiatives in Australia have included the development of standardised survey instruments and protocols, the two observe there is still considerable room for improvement in current practices. The researchers call to develop a more systematic and strategic approach to visitor data collection in Australia.

The lack of systematically collected visitor data across Australia's World Heritage properties has been noted by Tisdell and Wilson (2001); Buckley (2002); TTF (2007); Gillespie Economics and BDA Group (2008) and Tisdell (2010). The literature also commented on the lack of systematic visitor data across Queensland World Heritage Areas (TTF, 2008) and within specific World Heritage Areas within the state (Tourism Queensland, 2002a, 2002b; Chester & Bushell, 2005; King & Bourne, 2009; King, 2010a).

To date, a nationwide visitor monitoring programme has not been implemented across Australia's World Heritage Areas. As Darcy et al. (2006) observe, while most state agencies do not maintain active long-term visitor monitoring programmes in the World Heritage Areas under their charge, a few individual World Heritage sites have initiated and maintain their own visitor monitoring programmes. Queensland is not one of these states.

Within Queensland, after a review of the available literature which included contacting the QPWS librarian for gray literature and agency offices for consultancy reports, the investigator was unable to find any comparable tourism-related data sets across all five of Queensland's World Heritage Areas. Furthermore, some World Heritage sites, such as the Australian Fossil Mammal Sites (Riversleigh), Fraser Island and the Gondwana Rainforests of Australia were surprisingly under researched in terms of the visitor sociodemographics, motivations, satisfaction levels and preferences. The investigator decided to begin filling the research gap by designing this study to include all five World Heritage Areas in Queensland. Thus, Objectives Two, *to create a set of standardised, comparable data sets across World Heritage Areas in Queensland and analyse the data to demonstrate the benefits of such monitoring efforts* was developed to encourage the agency to reexamine the possibilities of carrying out systematic and periodic visitor monitoring across all five sites using the same survey instrument. This objective, when filled, will begin to address not only the research gap but some of the data needs of stakeholders.

2.8   Visitor Awareness of the World Heritage Brand

Brand awareness is the first step in developing a relationship between the individual and any brand (Rossiter & Percy, 1997). According to Tisdell (2010), often many tourists collect little information about the places they might visit before visiting them. In actuality, this means that much of the information the visitor receives about the park being visited may primarily be through on-site visitor communications such as signage, including what brands it possesses. On-site brand awareness can be achieved by-and-large through orientation, information and interpretive signage. This section reviews the literature on visitor awareness and the World Heritage brand at the international, national, state and site levels and establishes the gaps in the research. The section examines the literature regarding visitor 'top of mind' awareness of the name of the

World Heritage Area being visited. The research gaps are clearly identified. A summary concludes the section.

2.8.1 International literature on visitor awareness of the World Heritage brand

At the international level, a review of the available literature found only four empirically-based studies that specifically investigated visitor awareness of the World Heritage brand. In a Canadian study, Marcotte and Bourdeau (2006) conducted forty in-depth visitor interviews on-site in Quebec City in 2004 and determined that 55% of respondents were aware Quebec City was a World Heritage site before their visit. The only sociodemographic variable linking awareness of Quebec City as a World Heritage site was gender with 70% of male respondents aware of Quebec City's elite brand while only 43% of the females were aware. Marcotte and Bourdeau (2006) also found that cultural tourists and visitors who considered themselves experienced travellers were more aware of the World Heritage brand.

In a German study inside Dresden's Elbe Valley, a cultural World Heritage site, Hergesell (2006) conducted ten minute structured interviews with 72 visitors in German and/or English between 25 July and 1 August 2006. Hergesell (2006) found that 96% of respondents were familiar with the term World Heritage. In an aided question asking respondents if they were aware the Dresden Elbe Valley was a World Heritage site, 64% of respondents replied affirmatively. According to Hergesell's (2006) results, more than half of all respondents were aware of the site's World Heritage status when cued. Hergesell also queried visitors if they had recognised as having seen the full World Heritage emblem before. Ninety-four percent of respondents did not recognise the World Heritage emblem. Only four out of seventy-two interviewed visitors knew they had seen it previously. Three of the four knew it stood for 'heritage.' Reinius and Fredman (2007) conducted a study in 2003 of 750 German and Swedish visitors to Sweden's Laponian World Heritage Area. The researchers mailed questionnaires several months post-visit to willing survey participants and determined that 58% of respondents were aware of the site's World Heritage status prior to their visit. However, a potential flaw in their methodology was the considerable length of time between the participant's visit and answering the questionnaire. A significant number of respondents after their visit may have failed to accurately recall certain facts, such as when they

learned Laponian was a World Heritage Area, by the time they received a questionnaire months later.

Last, a study of visitors to Huangshan, Xidi and Hongcun World Heritage Areas in China, was conducted by Yan and Morrison (2007) using data collected from a *2005 International Visitor Survey* for the sites. A total of 897 interviews were conducted with visitors representing forty-one different countries. The survey question asked, "Did you know Huangshan, Xidi and Hongcun were placed on UNESCO's World Heritage List before you came (Yan & Morrison, 2007, p. 187)?" Of the 685 respondents who answered the particular question, 41.6% of them were aware of the World Heritage listing prior to their visit. However, there was some ambiguity if the data Yan and Morrison (2007) based their study upon was primary or secondary in nature. The authors were also was unclear about the type of interview conducted and the methodology of the interview process.

At the international level, the literature review found little empirical work had been conducted regarding visitor awareness of the World Heritage brand. Furthermore, three of the four studies, Marcotte and Bourdeau (2006), Hergesell (2006) and Yan and Morrison (2007) used cultural World Heritage sites. Additionally, only Marcotte and Bourdeau (2006) and Hergesell (2006) conducted on-site surveys within cultural World Heritage sites. Only Reinius and Fredman's (2007) study surveyed visitors (albeit not on-site) to Laponian World Heritage Area, a natural World Heritage site. Thus, only one previous study at the international level on visitor awareness of the World Heritage brand in natural World Heritage sites has been conducted.

2.8.2 Australian literature regarding visitor awareness of the World Heritage brand

At the national level, a review of the available literature found only one document specifically discussing the degree of visitor awareness of the World Heritage brand across Australia. An Australian government report completed in 1996 reviewed the management of Australia's World Heritage properties. The report notes that within some properties there was low visitor awareness of the World Heritage brand (Commonwealth of Australia, 1997b). Thus, there are still significant research gaps regarding visitor awareness of the World Heritage brand at the national level across

Australia. This research has already, in part, commenced to fill this particular gap. King (2010a) wrote a report for the Australian World Heritage Advisory Committee (AWHAC) titled *Communicating the World Heritage Brand: An overview of brand usage across Australia.* The report presents the World Heritage branding situation across Australia between 2008 and 2010. Appendix Two contains the thank you letter from the AWHAC. King's (2010a) report includes examples of entrance and interpretive signage within most of Australia's World Heritage properties, as well as, examples of road signage adjacent to these sites. King (2010a) found usage of the World Heritage brand name and the emblem on signage to be widely varied across Australia. Use of the World Heritage brand within properties under the same management regime was sometimes quite good and in other instances, irregular or nearly absent. Within some World Heritage locations, the specific name of the World Heritage site was boldly and plainly visible. In other locations, the specific name of the World Heritage Area was completely absent from existing signage. Parts of this report will be discussed in greater detail in Chapter Seven.

2.8.3 Literature at the state level on visitor awareness of the World Heritage brand

Queenslanders have had thirty years to become aware and familiar with the World Heritage protected area brand category with its first World Heritage property, the Great Barrier Reef listed in 1981. A literature review at the state level found an absence of research examining visitor awareness of the World Heritage brand across Queensland's five sites. King and Prideaux (2009) is the first of a series of publications to begin to fill this gap in the literature. The contents of this journal article will be reviewed in Chapter Seven. The journal article, *Special Interest Tourists Collecting Places and Destinations: An Australian World Heritage case study* is located in Appendix One.

According to Rossiter and Percy (1997), brand awareness should be a universal communication objective for management as a visitor cannot form an emotional bond with World Heritage until they become aware of the brand. The literature review at the international, national and state levels shows that there is a broad research gap regarding identifying the level of visitor awareness of the World Heritage brand in Queensland.

2.8.3.1   Australian Fossil Mammal Sites (Riversleigh)

A plethora of research articles related to the fossil finds within the Australian Fossil Mammal Sites (Riversleigh) have been published (see the numerous by Dr. Michael Archer, Dr. Sue Hand and/or Dr. Henk Gothelp). However, in terms of tourism research, Riversleigh is the least studied World Heritage Area in Queensland (King & Bourne, 2009) and perhaps in mainland Australia.

In a report to the Australian government, Luly and Valentine (1998) comment upon the inadequate recognition and appreciation of Riversleigh's World Heritage values and advocate the presentation and interpretation at Riversleigh receive 'urgent attention.' *The Riversleigh Management Strategy* (Queensland Government, 2002, p. 34) proposes a Tourism/Visitor Strategy for the property be developed that includes "establishing ongoing programs to record and monitor levels of visitor use, satisfaction, compliance and impact on the area." To date, no such plan has been written. However, a report titled "*Interpreting Riversleigh: A vision for D Site*" (Queensland Parks & Wildlife, 2009) is an initial step towards creating an overall Tourism/Visitor Strategy for the remote site. The Australian National Periodic Report (UNESCO World Heritage Centre, 2002) to UNESCO for the Australian Fossil Mammal Sites (Riversleigh) even fails to mention the need for any type of visitor monitoring to aid in visitor management.

At this point, it must be noted that the literature and on-site signage (as shown in the plates in Chapter Five) refer to the Australian Fossil Mammal Sites (Riversleigh) as the Australian Fossil Mammal Site (Riversleigh). The Australian government has decided to use the plural and not singular form of the name, as the World Heritage is comprised of two distinct sites.

The literature review found a complete absence of published research concerning visitor awareness of the World Heritage brand for the Australian Fossil Mammal Sites (Riversleigh). Thus, there is an opportunity to fill a research gap.

2.8.3.2   Fraser Island

Studies have been conducted regarding a variety of tourism issues on Fraser Island - from visitor/dingo management issues (Lawrence & Higginbottom, 2002; Thompson, Shirreffs & McPhail, 2003; Burns, 2009) to the impacts of visitors on the rare perched lakes (Hadwen, Arthington & Mosisch, 2003; Hadwen & Arthington, 2003;

Fleming & Cook, 2008). However, the literature review found surprisingly little published research on the sociodemographics, motivations, expectations and satisfaction levels of Fraser Island visitors. Additionally, there was an absence of literature concerning visitor awareness of Fraser Island as a World Heritage Area. This near absence of visitor data in general for Fraser Island has been noted by Buckley (2002), Tourism Queensland (2002a, 2002b) and Gillespie Economics and BDA Group (2008). The few studies of visitors to Fraser Island are discussed below.

Ballantyne, Packer and Beckmann (1998) conducted a study on Fraser Island using self-administered visitor questionnaires and personal interviews to explore the relationship between visitor motivations, activities, attitudes, information needs and preferences. However, questions concerning visitor awareness of Fraser Island as a World Heritage brand were not included in their study.

In 2001, Cooper and Erfurt (2006) investigated critical issues and interrelationships inherent in the management of tourism and hospitality services within a World Heritage environment and provided a short list of basic motives for people visiting Fraser Island. Cooper and Erfurt suspected that most international visitors to Fraser Island were inexperienced domestic travellers. However, the researchers did not ask any specific questions regarding visitor awareness of World Heritage in their study. Significantly, the authors do imply if visitors were more aware of Fraser Island being World Heritage, a greater percentage of them would choose not to participate in activities that would harm the environment.

In 2002, two Fraser Island visitor studies were conducted. Tourism Queensland (2002a, 2002b) conducted a two-part empirically-based visitor study, the *Fraser Island Visitor Survey* "due to a lack of statistics available for the Fraser Island area" (Tourism Queensland, 2002a, p. 2). The *Fraser Island Visitor Survey* gathered visitor and visit details, visitor opinions and satisfaction levels. Yet, the two-part Tourism Queensland survey did not query visitors regarding awareness of the World Heritage brand in relation to Fraser Island or in general. The second document, finalized in 2002, titled *Tourism & Recreational Values of Daintree and Fraser Island*, was prepared for the Australian Tropical Research Foundation (AUSTROP) by Kleinhardt-FGI using largely previous studies to support report findings. Again, the scope of the report did not include questions related to visitor awareness of World Heritage nature of Fraser Island.

The literature review shows an absence of research on visitor awareness of the World Heritage brand for Fraser Island.

2.8.3.3   Great Barrier Reef

Unlike the Australian Fossil Mammal Sites (Riversleigh) and Fraser Island, the Great Barrier Reef is Australia's most heavily studied World Heritage Area in terms of tourism. Research has examined a wide range of issues within the Great Barrier Reef such as the role of interpretation in reef tourism (Hockings, 1994; Aiello, 1998; Fenton, Young & Johnson, 1997; Moscardo, Woods & Pearce, 1997; Plathong, Inglis & Huber, 2000; Moscardo, Green & Greenwood, 2001; Madin & Fenton, 2004; Coghlan, Fox, Lück & Prideaux, 2009); visitor attitudes towards aircraft noise (Hamilton, 2003); aspects of marketing, branding and promotion (Burns & Murphy, 1998; Greenwood, 2000; Murphy, Beckendorf & Moscardo, 2007); general visitor sociodemographic studies (Shafer, Inglis, Johnson & Marshall, 1998; Shafer & Ormsby, 2000; Moscardo, Green & Greenwood, 2001; Hildebrandt, 2002; McCoy, 2003; Moscardo, Saltzer, Norris & McCoy, 2004; Coghlan & Prideaux, 2009a); visitors snorkelling with Minke whales (Arnold & Birtles, 1999; Birtles, Valentine, Curnock, Arnold & Dustan, 2002; Valentine, Birtles, Curnock, Arnold & Dustin, 2004; Curnock, Birtles & Valentine, 2008) and, risk management for on-site scuba divers (Wilks & Davis, 2000). A visitor monitoring programme for the Great Barrier Reef was suggested by Moscardo and Ormsby in 2004 and implemented by Prideaux and Coghlan between 2007 and 2009. However, few studies have included a visitor awareness component of the Great Barrier Reef as a World Heritage Area.

In a study conducted in 2001, Moscardo, Green and Greenwood sought to contribute towards more effective interpretation of Australia's Great Barrier Reef by examining existing visitor knowledge of the reef environment. Using telephone surveys, the first stage of their study consisted of querying 1003 residents of eastern state capitols or major residential areas adjacent to the Great Barrier Reef. Information from the 242 identified respondents who had visited the Great Barrier Reef within the last two years was used in the first stage. The second stage involved a telephone survey of regional residents and a self-administered on-site survey of day tour visitors. A total of 328 questionnaires were collected. Using a single categorical question, Moscardo et al. (2001) asked respondents to choose the most accurate description of the area from a list

of protected area categories which included 'World Heritage Area.' Moscardo et al. (2001) found high levels of visitor recognition of the World Heritage status of the Great Barrier Reef with 93% of the first sample and 90% of the second sample correctly identifying the site as a World Heritage Area. The exact question was not provided.

In another study related to the effectiveness of visitor interpretation on the Great Barrier Reef, Madin and Fenton (2004) administered a self-answering questionnaire to 443 respondents aboard a large tourist vessel in the Whitsundays in 2000. Two modified Likert scale items contained pairs of bi-polar, first-person 'anchor' statements depicting differing viewpoints on a five-point scale to determine visitor understanding of the term 'World Heritage Area.' About 40% of respondents recalled the definition and meaning of the term 'World Heritage' in a given interpretation experience. However, no evaluation of the question could be made as the question was not provided.

Unfortunately, the findings from these two questions were compiled with other 'reef knowledge' questions, thus nullifying their usefulness for the purposes of this study. Between 2006/07 and 2008/09, the Marine and Tropical Science Research Facility (MTSRF) conducted regular visitor surveys at popular tourism sites throughout the Great Barrier Reef. However, the surveys did not investigate visitor awareness of the World Heritage status of the Great Barrier Reef.

In summary, there have been only superficial forays by various researchers in investigating visitor awareness of the Great Barrier Reef's World Heritage brand. There is a research gap concerning visitor awareness of the World Heritage brand for this location.

2.8.3.4 Gondwana Rainforests of Australia

The Gondwana Rainforests of Australia, formerly known as the Central Eastern Rainforest Reserves (CERRA), has received relatively little attention in the tourism literature. Most studies have focused on Lamington National Park, one of the main visitor destinations within the Gondwana Rainforests. Research has addressed issues such as visitor demographics of those visiting Lamington National Park or staying in ecolodges inside the park (Beaumont, 2001; Weaver & Lawton, 2001, 2004) the ability of interpretation to reduce visitor impacts (Buckley & Littlefair, 2007; Littlefair & Buckley, 2008); the need to monitor visitor impacts at sites

(Buckley, Ward & Warnken, 2001); birdwatching (Tisdell & Wilson, 2004); attitudes toward entry fees to national parks (Tisdell & Wilson, 2003a); and, glow worms as a tourist attraction (Wilson, Tisdell & Merritt, 2004). Chester and Bushnell (2005) comment on the need to identify desirable indicators with which to measure improving awareness of and attitude towards the environment within the Gondwana Rainforests. Currently, there is an absence of regular on-site visitor monitoring activities within the World Heritage Area.

Beaumont (2001) conducted a study of ecotourists visiting Lamington National Park, asking respondents to rate their understanding of a variety of concepts including World Heritage principles. However, Beaumont (2001) did not to include these findings in her article. Weaver and Lawton (2001) also conducted a study of ecotourists within Lamington National Park. However, the researchers did not include any questions regarding World Heritage on their lengthy questionnaire.

Tisdell and Wilson (2003a) studied the environmental factors that attracted visitors to Lamington National Park. Specifically, the researchers gathered information on visitor sociodemographics, the reasons for visiting and the comparative importance of those attributes when visiting Lamington National Park. Questionnaires were distributed on-site at O'Reilly's and potential respondents were asked to return the completed questionnaire using the accompanying postage paid envelope. Tisdell and Wilson (2003) included a motivational question asking how important the World Heritage listing was in the respondent's decision to visit. The researchers provided three responses for survey participants to tick: 'very important', 'important' and 'unimportant.' The study found 45% of visitors ticked that the site being World Heritage as 'very important' in their decision to visit, 32% said it was 'important', 21% indicated it was 'unimportant'. Only 2% failed to answer the question. The overall return rate was approximately 34.5% or 622 questionnaires. Tisdell and Wilson (2003a, p. 9) concluded that the "mere listing of properties as World Heritage sites does not necessarily increase tourist visitation numbers significantly." However, the cued question assumes all visitors were aware of the World Heritage listing prior to their visit and the question does not allow a response by those who were unaware of the branding prior to being surveyed. Thus, the responses by those who were unaware that the site was World Heritage and ticked that it was unimportant in their decision to visit would

be collated with those who knew the site was World Heritage but were not influenced by the brand in their decision to visit, a notable difference. There are many questions of this nature in the literature.

In a later study, Weaver and Lawton (2004) surveyed 1,224 visitors across six different Gold Coast hinterland sites including Lamington and Springbrook National Parks. Weaver and Lawton (2004) queried respondent on their motivations for their visit, but did not include World Heritage awareness as a possible response.

Thus, only the study conducted by Tisdell and Wilson (2003a) examined awareness of the World Heritage brand within the Gondwana Rainforests of Australia. There is a research gap concerning visitor awareness of the World Heritage brand within the Gondwana Rainforests of Australia.

2.8.3.5 *Wet Tropics of Queensland*

The Wet Tropics of Queensland is the second World Heritage Area in the state that has received quite a bit of attention in the tourism literature. Research has addressed aspects of visitor studies including indigenous tourism (Zeppel, 2002; Sofield, 2002; O'Rourke & Memmott, 2005); backpackers (Ross, 1993, 1995; Coghlan & Prideaux, 2007) visitor use of signage (McNamara & Prideaux, 2010), photo-taking behaviour (Prideaux & Coghlan, 2010) non-nature-based tourists (McNamara, Coghlan & Prideaux, 2008); and, managing environmental impacts of tourism (Turton, 2005). Additionally, a number of sporadic visitor monitoring projects have occurred over time, some of which have explored visitor awareness of the Wet Tropics as World Heritage branded. Mandis Roberts 1992, 1993, 1996 and AC Nielson 1999 (cited in Bentrupperbäumer & Reser, 2002, p. 71) found that "the general awareness of the World Heritage status of the Wet Tropics was high and that many tourists are attracted to the region because it is World Heritage listed".

Bentrupperbäumer's landmark series of Wet Tropics of Queensland Site Level Data Reports 2000/2001 (Bentrupperbäumer 2002a, 2002b, 2002c, 2002d, 2002e, 2002f, 2002g, 2002h, 2002i, 2002j) includes a three question set (including a question that attempted not to cue the respondent) concerning visitor awareness of the World Heritage brand. These studies were published individually by site and were also

compiled into a single cumulative document. Bentrupperbäumer and Reser's (2002) cumulative findings were as follows:

- Less than 35% of visitors to the ten Wet Tropics sites surveyed were aware they were visiting a World Heritage site. The authors note that the percentage was probably much lower as it must be assumed that a number of respondents guessed when answering the question.
- Only three of the ten Wet Tropics sites surveyed were identified as Wet Tropics of Queensland World Heritage sites.
- Most visitors to these ten sites were unable to identify correctly the agency or department which managed the site.
- There was inadequate natural heritage interpretive material at the sites surveyed, with this material amounting to less than 12.8% of all information communications at sites.
- The information and signage at the Wet Tropics sites surveyed was heavily skewed toward warning messages and regulatory prohibitions (46.4%).

According to Bentrupperbäumer and Reser (2002, p. 71) their on-site findings clearly indicate "the majority of visitors do not know that the site they are visiting is a World Heritage Area…or indeed just what such a designation means."

Watkinson (2002, 2004) reports on a 2002 *Visitor Awareness and Images* survey of 302 departing visitors at the Cairns Airport. Of those visitors surveyed, 190 were international visitors and 112 were domestic visitors. Results indicated, according to Watkinson, that 36% of departing visitors had heard of the Wet Tropics of Queensland World Heritage Area. Watkinson (2002, 2004) interprets this data as indicating knowledge the Wet Tropics as a World Heritage Area had high recognition among visitors. In contrast, the investigator would argue a recognition rate of 36% after having spent time in Cairns is low. Unfortunately, Watkinson (2002, 2004) did not provide the survey question so it cannot be determined how the question was designed.

Prideaux and Falco-Mammone (2007) authored a report titled *Economic Values of Tourism in the Wet Tropics of Queensland World Heritage Area*. Using a convenience sampling method, the researchers gathered 861 visitor questionnaires between March and June 2006, at four major tourism attractions within the Wet Tropics and at the

Cairns Airport. Prideaux and Falco-Mammone (2007) asked respondents a single cued question, "If the rainforests that you have visited in the Cairns region were not designated as World Heritage sites, would you still visit them?" The respondent could tick a, 'yes', 'no', or 'unsure' box. Of 826 on-site responses 82.9% said they would still visit the rainforests even if they were not designated World Heritage. However, as a single question regarding visitor awareness of World Heritage, the construction of the question is poor. Thus, the responses by those who were unaware that the site was World Heritage would have ticked 'no' and would have been collated with those who knew the site was World Heritage but were not influenced by the brand in their decision to visit, a notable difference. The question assumes all visitors were aware the Wet Tropics of Queensland was a World Heritage Area before their visit, making the influence of the World Heritage brand on their decision to visit unclear. Thus, the validity of any generalizations based on this sole item is questionable. Additional related questions would have been useful.

McNamara and Prideaux (2009a) surveyed 1408 visitors within the Wet Tropics of Queensland World Heritage Area over the 2007 calendar year. The self-administered questionnaire included a dichotomous 'yes/no' cued question regarding visitor awareness of World Heritage, "Before your visit to TNQ, did you realize that this rainforest was World Heritage listed?" Of those surveyed, 66.7% of respondents indicated they were aware the Wet Tropics was World Heritage listed before their visit. Eighty percent of domestic respondents knew the rainforest was World Heritage listed compared to only 46.3% of international respondents. However, this question is again poorly worded as probably few visitors have any knowledge of where the boundaries are for Tropical North Queensland. The question also assumes that visitors have an awareness of the World Heritage list, which they may or may not have.

In 2008, McNamara and Prideaux (2009a) repeated the survey with 1010 completed visitor questionnaires. Of those surveyed, 61.9% of visitors in 2008 were aware the Wet Tropics of Queensland was World Heritage listed before their visit. The breakdown was 72% of domestic respondents and 44.3% of international respondents visitors were aware the property was World Heritage listed before their visit. The same question issues brought forth in the 2007 survey still apply.

In 2009, McNamara and Prideaux (2009b) conducted an exit survey of 1510 visitors at the Cairns airport in Australia in 2008. Using a five-point Likert scale they asked respondents to rate the reasons for their visit. Respondents ranked twenty-one choices. 'To visit a World Heritage Area' ranked tenth among domestic visitors and ninth among international visitors. However, for this ranking to have any meaning it is important to know what other items World Heritage was ranked against. The stand alone figures do not have much meaning otherwise.

In summary, there is a large gap in the literature regarding visitor awareness of the World Heritage brand across Queensland. Additionally, little research has been conducted within most individual World Heritage Areas. Most of the research has been limited to single question responses of questionably worded survey items.

2.8.4   Top of mind awareness of the name of the site being visited

Another aspect of visitor awareness of the World Heritage brand is the top of mind awareness of the name of the site being visited when given a cue. At the international level, only Hergesell (2006) was found to have tested the top of mind awareness of on-site visitors concerning the name of the World Heritage site being visited. In an open question, Hergesell (2006) asked respondents if they could name any World Heritage sites. Half of the respondents included the Dresden Elbe Valley in their listing. This was the only study found at the international level that tested top of mind awareness of the name of the World Heritage area being visited. The literature review was unable to find any studies at the national level that included the top of mind awareness of the name of the site being visited.

The only document found discussing top of mind awareness by visitors to the World Heritage properties they were visiting in Queensland was a report based on this research prepared by King (2010a) for the Australian World Heritage Advisory Committee. This report will be discussed in detail in Chapter Seven

2.8.5   Summary of the research gap

Until recently, the tourism literature simply assumed most visitors to World Heritage branded properties were, in part, drawn to the site because of its elite brand (Slatyer, 1983; Shackley, 1998, 2006; Cleere, 2006). Consequently, it is not surprising

that only a handful of papers empirically investigating visitor awareness of the World Heritage brand.

A literature review regarding visitor awareness of the World Heritage brand across Australia found two reports that at least mention the lack of visitor awareness of the World Heritage brand. The Commonwealth of Australia (1997b) report mentions that there is generally low visitor awareness of the World Heritage brand. King (2010a) discusses visitor awareness of the World Heritage brand in-depth across multiple World Heritage Areas at the national level. This report is discussed at length in Chapter Seven.

The literature review revealed there had been an absence of research on visitor awareness of the World Heritage brand across all five of Queensland's World Heritage Areas. There was also an absence of studies conducted using the same survey instrument and in the same time frame to produce comparable data sets across all five sites. Additionally, an absence of literature concerning visitor awareness of the World Heritage brand was found for the Australian Fossil Mammal Sites (Riversleigh) and Fraser Island, and a near absence for the Gondwana Rainforests of Australia.

As significant economic drivers for north eastern Queensland, it is less surprising there was slightly more literature regarding visitor awareness of the World Heritage brand for the Great Barrier Reef and the Wet Tropics of Queensland World Heritage Areas. The most in-depth investigation regarding visitor awareness of the World Heritage brand in Queensland was conducted by Bentrupperbäumer within the Wet Tropics of Queensland in 2002. The literature review also found a near absence of studies concerning visitor top of mind awareness concerning the name of the World Heritage Area being visited. Based on the literature review, the investigator determined there was ample room to fill the broad research gap identified. Objective Three was developed to fill this research gap, *to identify the level of visitor awareness of the World Heritage brand when visiting one of Queensland's World Heritage Areas.*

2.9 The Influence of the World Heritage Brand in the Decision to Visit

Visitor-based brand equity occurs when the visitor possesses a high degree of awareness and familiarity with a brand, such as World Heritage, and holds strong, favourable and unique brand associations in their memory (Keller, 1993). Highly positive brand equity

for the World Heritage brand translates into fewer protected site categories being included in the consideration set for a visit, with a higher possibility that a property branded World Heritage will be selected (Keller, 1993). In other words, does the World Heritage brand influence the potential visitor's decision to visit the site? This section examines that question.

2.9.1   International literature on influence of the World Heritage brand on decision to visit

The literature review found only four international studies that empirically investigated the influence of the World Heritage brand upon a visitor's decision to visit a designated site. Marcotte and Bourdeau's (2006) semi-structured interviews of forty on-site visitors in Quebec City in the spring of 2004 found 15% of respondents were influenced by the World Heritage brand when choosing their travel destination. "The respondents who were influenced by the designation primarily emphasized the uniqueness of the site (pp. 8-9)." One of Marcotte and Bourdeau's (2006, p. 9) interviewees said, "I thought that if this site was recognized by UNESCO there must be something special about it. I thought it would be worth the effort to go and see." Another interviewee remarked, "When you think about the major sites that are on this [the UNESCO] list…you tell yourself it must be pretty good (Marcotte & Bourdeau, 2006, p. 9)" However, other interviewees made comments such as "This recognition doesn't influence me" or "I've never been to other [designated] sites, so I didn't really know what the designation meant (Marcotte & Bourdeau, 2006, p. 9)." Marcotte and Bourdeau (2006) concluded that the World Heritage brand has only a weak influence in choosing Quebec City's historic district as a place to visit, but the brand did have the most influence among seasoned travellers. However, their data could not confirm the World Heritage brand's influence among cultural tourists or experienced travellers who chose Quebec City for their visit (Marcotte & Bourdeau, 2006).

Hergesell's (2006) study of 72 visitors to Dresden's Elbe Valley in 2006 found that 90% stated they were not influenced by the World Heritage brand in their decision to visit while only five percent of respondents said it had a small influence. The remaining five percent of respondents indicated that the brand either had some influence or was decisive in their decision to visit Dresden's Elbe Valley.

Reinius and Fredman's (2007) study in 2003 of 750 visitors to Laponian World Heritage Area in Sweden found only 5% of those German and Swedish visitors to the site were influenced by the World Heritage brand in their decision to visit. Collected visitor comments included, "A World Heritage Site is like a confirmation that the area is beautiful and worth seeing" while another respondent said "World Heritage is a quality label", and another stated that "I for a long time have wanted to visit, but the world heritage designation made it a little bit more attractive (Reinius & Fredman, 2007, p. 848)." However, the researchers conclude "the World Heritage designation adds an icon value" (Reinius & Fredman, 2007, p. 851) to national parks to those who care about the designation; however, the brand has only a weak effect in Sweden.

Yan and Morrison's (2007) study of visitors to Huangshan, Xidi and Hongcun World Heritage Areas in China, determined that of 685 survey respondents, 41% were aware of the World Heritage listing prior to their visit. Of those aware of the listing, 67.1% were influenced by the World Heritage brand when choosing to visit. However, the methodology used in this study is vague. Yan and Morrison (2007) concluded the World Heritage brand does not have a strong influence in drawing visitors to a designated site.

The lack of research regarding the influence of the World Heritage brand in the decision to visit has been lamented by several authors. Fyall and Rakic (2006) point out the 'paucity of research' validating the view that World Heritage branding increases tourism. Fyall and Rakic (2006, p. 164) further lament that the single "question that is repeatedly asked but fails continually to be answered fully is the extent to which inscription does actually contribute to higher visitor numbers." Hall and Piggin (2003, p. 213) also observe that "few studies have investigated the use of the World Heritage brand as a promotional tool." More recently, Ryan and Silvanto (2009) have commented on the need for research on the influence of the World Heritage brand on a visitor's decision to visit. Thus, at the international level, there is a clear research gap and identified need for further investigation on the influence of the World Heritage brand.

2.9.2 National literature on influence of the World Heritage brand on decision to visit

The literature review found only two studies at the national level, using secondary data of variable quality, to determine on a near national scale, if visitation to World Heritage properties increased due to World Heritage listing over properties that did not carry the

brand. Buckley (2002) investigated domestic and international visitation across six World Heritage sites in Australia using roughly comparable control sites and secondary data collected pre- and post branding in different time frames by others. Buckley's (2002) findings suggested that visitation at World Heritage Areas was higher by an order of magnitude both pre- and post listing (Buckley, 2002). However, the study was not conclusive as many additional factors could have influenced visitation levels such as how the sites were marketed. However, the results could make a case that World Heritage branding influences visitation levels in Australia. The second study was conducted by Tisdell and Wilson (2001) and revised by Wilson (2010). Tisdell and Wilson (2001) examined visitor data across seven World Heritage Areas and thirteen additional protected areas using secondary data collected in different time frames by different people to determine the economic value of the World Heritage brand. Among their conclusions, Tisdell and Wilson (2001, p. 21) state "visitor numbers are likely to increase from listing, [however], there is unlikely to be a large percentage increase. Furthermore, some properties continue to experience low visitor numbers despite being World Heritage listing." The researchers noted that other factors could be in play concerning their overall findings. The studies conducted by Tisdell and Wilson (2001) and Buckley (2002) broadly suggest that the World Heritage brand influences visitation to Australian World Heritage properties. The question of the influence of the World Heritage brand on a traveller's decision to visit remains unanswered at the national level.

The literature review also highlighted the need for research on the influence of the World Heritage brand in Australia. For example, Gillespie Economics and BDA Group's (2008) *Economic Activity of Australia's World Heritage Areas* report to the Federal government points out that an "important question is … the degree to which designation of a site as WH status alters visitation and management expenditure and hence regional, state and national economic impacts." The consultants further recommend that:

> Future analysis of the regional, state and national economic impacts of [World Heritage Areas] and other protected areas would benefit from: more robust collection of data on visitation levels, demographic characteristics, length of stay, expenditure patterns in the region, state and nation and the importance of the WHA to the trip…(p. 8).

Moreover, Tisdell and Wilson (2001) and Tisdell (2010) specifically suggests that visitor surveys should be undertaken to determine how important World Heritage listing of a property is as an influence on a visitor's decision to visit.

2.9.3 Statewide literature on influence of the World Heritage brand on decision to visit

Literature regarding the influence of the World Heritage brand across Queensland is limited. A diligent literature review failed to find any literature regarding the influence of the World Heritage brand at the statewide level. Findings from this study have already started to fill the research gap. King and Prideaux (2010) examines the influence of the World Heritage brand among a specific group of special interest visitors. The article is discussed in Chapter Eight and is attached to this dissertation in Appendix One. King (2010a, 2010b) also uses data from this study to make some key points on the influence of the World Heritage brand in Queensland. The remainder of this section examines the literature published at the site level to determine the gaps in the literature regarding the influence of the World Heritage brand upon a visitor.

2.9.4 Site level literature on influence of the World Heritage brand on decision to visit

Section 2.9.4 reviews the literature regarding the influence of the World Heritage brand in a decision to visit a World Heritage Area in Queensland. The research gaps in the literature are clearly identified at the site level.

2.9.4.1 Australian Fossil Mammal Sites (Riversleigh)

Only one unpublished piece of tourism-related research was found within the Australian Fossil Mammal Sites (Riversleigh). Breakey (2008) conducted a four day visitor survey during the height of the tourist season (late June-early July) while the famous University of New South Wales (UNSW) paleontologists provided special on-site Riversleigh tours for the general public. Typically, 100-200 tourists, students, expedition members, National Parks staff, and tourist operators also attend nightly lectures at Adels Grove during the 7-10 day expedition led by the UNSW paleontologists (Creaser, 2008). This has been going on for at least the last seven years. Breakey collected eighty-four self-administered visitor questionnaires during this special event. A single five-point Likert scale item asked visitors 'How important was each of the following statements to

you as a reason for visiting the Riversleigh World Heritage Area?' and included 'To visit a World Heritage Area' in the choice of responses. Breakey (2008) determined that visiting a World Heritage Area was a motivating factor; but more common motivations were to learn about the history of the area and to experience a natural area (Breakey, 2008). As a caveat, it is important to realise that Breakey's data is probably not representative of the average visitor to Riversleigh across the entire visitor season (March to October) as the researcher's data sample consisted of visitors who travelled primarily to participate in the special events being held in the vicinity at the time. Understanding this situation, Breakey, has only published only a short abstract based on the study.

2.9.4.2   Fraser Island

The visitor research for Fraser Island is limited. Other than King and Prideaux (2010), research based on this study, the literature review was unable to find any published studies investigating the influence of the World Heritage brand in attracting visitors to Fraser Island.

2.9.4.3   Great Barrier Reef

Moscardo, Green and Greenwood (2001) conducted a study to identify tourists' knowledge and understanding of the World Heritage status of the Great Barrier Reef. However, the researchers did not include questions regarding the influence of the World Heritage brand in a visitor's decision to visit. Section 2.8.4.5 discusses the results of a combined Great Barrier Reef/Wet Tropics of Queensland visitor survey conducted by McNamara and Prideaux (2009b).

2.9.4.4   Gondwana Rainforests of Australia

The sole study examining the influence of the World Heritage brand on visitors within the Gondwana Rainforests of Australia was published by Tisdell and Wilson (2004) inside Lamington National Park between October 2001 and March 2002. Using a postage paid return questionnaire, the researchers asked one question regarding the influence of the World Heritage brand on a visitor's decision to visit. A three-point Likert scale question consisting of 'very important', 'important' or 'unimportant' was used to ask visitors to rate twelve factors influencing their decision to visit including 'World Heritage listed.' Results were reported in percent. Seventy-seven percent of

respondents indicated that the World Heritage listing was either very important or important in their decision to visit. However, this question also assumes lumps those who without any knowledge that the site they were visiting was World Heritage with those who knew but were not influenced by the brand in their decision to visit. Thus, the question is arguably unreliable in its findings.

2.9.4.5 Wet Tropics of Queensland

In a combined Great Barrier Reef and Wet Tropics of Queensland visitor survey, McNamara and Prideaux (2009b) asked a single motivational question on the influence of the World Heritage brand during their 2008 visitor survey conducted inside the Cairns airport. The researchers collected 1,510 self-administered visitor questionnaires. Using a five-point Likert scale item, the researchers asked respondents if visiting a World Heritage Area was a motivation for them to travel to the site. Their findings indicated that for domestic visitors visiting a World Heritage Area ranked tenth out of twenty-one and ninth for international visitors. However, the question can not stand alone as it must be in context with what it was ranked against to add the correct context to the placement of World Heritage on the ranked list.

Carmody and Prideaux (2011) collected 358 visitor questionnaires on-site at Mossman Gorge between April and September 2009. A single Likert scale item in an eight page questionnaire asked visitors to indicate how important the following reasons were in their decision to visit. "Because it is a World Heritage Area" ranked seventh out of twelve items. After an exhaustive literature review, no further studies were found that examined the influence of the World Heritage brand in the decision to visit the Wet Tropics of Queensland.

2.9.5 Summary of the research gap

Previous studies on the influence of the World Heritage brand in attracting visitors are rare and usually consist of a single question, often contained in lengthy questionnaires. At the international level, only four studies collected empirical data regarding the influence of the World Heritage brand upon visitors when choosing a place to visit. Using secondary sources, Buckley (2002), Tisdell and Wilson (2001) and Tisdell (2010) attempted to determine the influence of the World Heritage brand on visitation to some of Australia's World Heritage Areas. Buckley (2002) concluded it appeared World

Heritage Areas received up to an order of magnitude more visitors than roughly comparable sites. Tisdell and Wilson (2001) in an economic study of several World Heritage Areas across Australia indicated that the brand only had a small effect. However, neither of these studies addressed the question of influence directly.

At the state level, only King and Prideaux (2010) discuss the influence of the World Heritage brand on the decision to visit Queensland World Heritage Areas among a group of special interest tourists. This paper will be discussed in greater detail in Chapter Seven.

Setting aside the findings of King and Prideaux (2010), there is scant research concerning the influence of the World Heritage brand on the decision to visit the Australian Fossil Mammal Sites (Riversleigh), Fraser Island or the Gondwana Rainforests of Australia World Heritage Areas. There is only limited research on the influence of the brand on visitation to the Wet Tropics of Queensland and the Great Barrier Reef World Heritage Areas.

Based on the few studies conducted, the researcher determined there was a wide research gap for a more detailed study concerning the influence of the World Heritage brand in attracting visitors to World Heritage Areas in Queensland, Australia. Therefore, Objective Four, *to gauge the influence of the World Heritage brand in attracting visitors to World Heritage sites in Queensland,* was devised to begin filling the research gap.

2.10 Special interest tourists collecting destinations and places

Collecting is a "common, intensely involving form of consumption (Belk, Wallendorf, Sherry, Holbrook & Roberts, 1988, p. 548)." Apparently one out of every three people in America, according to O'Brien (cited in Belk et al., 1988), collects some sort of tangible object. Rigby and Rigby (cited in Belk et al., 1988, p. 550) observe that many collections often start without conscious intent. Some collectors (perhaps including some place or destination collectors) do not consciously register their penchant for collecting until it is pointed out to them and they reflect upon it (Belk et al., 1988). This point is important to note as it has bearing on designing research to capture information about those who collect.

There is a substantial body of literature on collecting tangible objects (see, for example: Belk et al., 1988; Belk, 2001, 2006; Pearce, 1992, 1995, 1998; McIntosh & Schmeichel, 2004). Yet, there is little published academic work on individuals collecting places or destinations as experiences. The review of the tourism and broader marketing literature found only two papers, Timothy (1998) and King and Prideaux (2010) that discuss those who collect destinations or places. Timothy (1998, p. 126) defines collecting places as "a process whereby locations are enumerated, and wherein there is a desire to visit additional places for competitive reasons." King and Prideaux (2010) suggest that Timothy's definition of collecting places be expanded to encompass other types of collectors including those who collect travel destinations, those who collect places and those who collect events and activities. Destination and place collecting, according to King and Prideaux (2010), refers to individuals whose primary reason for a particular trip is to add a specific place or destination to their mental tally sheet based on a particular theme. Examples of destination collections include those who collect Pacific Islands, capital cities or countries. Examples of place collections include individuals who collect caves, lighthouses, surf breaks, golf courses or national parks (King & Prideaux, 2010).

The Seven Wonders of the World, (Casson, 1974) were probably one of the first theme-based 'place set' to collect (King & Prideaux, 2010). Those who pursued the collection visited the Great Pyramid of Giza, the Hanging Gardens of Babylon, the Statue of Zeus at Olympia, the Temple of Artemis at Ephesus, the Mausoleum of Maussollos at Halicarnassus, the Colossus of Rhodes and the Lighthouse of Alexandria (Casson, 1974). The term 'Seven Wonders of the…' has since been adopted by numerous marketing organizations and groups to encourage collection of particular types of destinations and places based on some common theme (King & Prideaux, 2010).

King and Prideaux (2010) argue that publishers and travel book authors understand the destinations and places collecting phenomenon and have targeted publications for collectors or hopeful dreamers. For example, *A 1,000 Places to See Before You Die* by Patricia Schultz (2010) or Baxter's (2007) *Top 100 Golf Courses of England* encourages special interest tourists to collect the places listed in the publication and add them to their mental tally sheet. Domestic and international travel magazines and television programmes also regularly announce lists such as the *Top 10 places to….* One of the

better known collectable list programmes is David Cruickshank's *Around the World in 80 Treasures* (King & Prideaux, 2010). "These promotional lists are quite deliberately developed and marketed with the recognition that a specific segment of tourists will accept the challenge to complete or at least attempt initial collection of the entire set (King & Prideaux, 2010, p. 237)." Thus, there appears to be a near limitless number of sets and subsets of destinations and places travellers could potentially collect. Finding a broad gap in the tourism and marketing literature, the investigator was curious to determine if some individuals went out of their way to travel to specific protected area brand categories in order to collect them, such as World Heritage.

According to Buckley (2002, p. 2), World Heritage is a 'collectable set.' However, there was a lack of literature regarding those who collect World Heritage sites. Only two academic articles were found that mention in passing visitors collecting World Heritage. At the international level, Reinius and Fredman (2007) comment that they gathered data on visitors collecting visits to World Heritage sites as part of their much larger study but did not publish their data. Within the Gondwana Rainforests of Australia, Beaumont (2001) mentions gathering data on collecting World Heritage but also did not publish any findings. Thus, there was a large gap in the literature to determine if some individuals specifically collect World Heritage sites; and if so, to identify their sociodemographic characteristics.

Based on its brand values, it appeared to the investigator that World Heritage would most certainly appeal to potential collectors through themed subsets determined by a collector's interests; or, as a huge international set of intriguing, and for the most part, exotic places and destinations. The final objective, Objective Five, *to determine if some individuals specifically collect World Heritage sites; and if so, identify their sociodemographic characteristics*, was developed based on Buckley's (2002) statement and the wide research gap found in the literature. This study has already commenced filling the literature gap. See King and Prideaux's (2010) full paper on *Special Interest Tourists Collecting Places and Destinations: A case study of Australian World Heritage sites* in Appendix One findings based on Objective Five are discussed in Chapter Seven.

2.11   Summary

This chapter provided an overview of the literature on brands and branding as it relates

to protected sites. World Heritage was discussed in the context of an internationally recognised protected site brand category. The discussion identified distinct gaps in the literature that were developed into five study objectives by the investigator. The literature review determined little work had been conducted from the perspective of the different roles and functions played by protected site brands. Additionally, there had been little attempt to gather and further the roles played by protected site brands into a practical useable framework. The lack of such a framework may be a reason for the under appreciation of all the 'jobs' performed by protected site brands. Thus, the first objective, *to develop a practical framework on the roles protected site brands play for their primary stakeholders* was created. The review of the available literature also found a clear research gap in terms of standardized data collection across all five World Heritage Areas in Queensland that was comparable across sites. Based on this finding the second research objective was developed, *to create a set of standardized, comparable data sets across Queensland World Heritage Areas and demonstrate the benefits of such monitoring efforts at the state level.* Further review of the literature found a research gaps regarding the level of visitor awareness of the World Heritage brand and its influence on a visitor's decision to visit an inscribed site; thus, two more research objectives were developed. Objective Three, *to identify the level of visitor awareness of the World Heritage brand while visiting a World Heritage site in Queensland* and Objective Four, *to gauge the influence of the World Heritage brand in attracting visitors to World Heritage sites in Queensland*, will start to fill this research gap. Finally, Buckley (2002) suggested that World Heritage may be a collectable brand. The literature review found a research gap regarding those special interest tourists who may collect places and destinations. The final research objective, *to determine if some individuals specifically collect World Heritage sites; and if so, to identify their sociodemographic characteristics, was developed*. The next chapter, Chapter Three, describes on the philosophical considerations of the research and the methodologies used to conduct the work.

Chapter 3.   Methodology

Chapter Three Overview

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3.1   Introduction

Research is not conducted in a vacuum, free from the beliefs and values held by the investigator. Thus, Chapter Three begins with a philosophical discourse on the major theoretical paradigms that may potentially impress themselves involuntarily upon a researcher during the course of their study. After the major paradigms are identified and discussed, the investigator's world view is identified as generally aligning with the positivist paradigm though a phenomenographical approach within parts of this research is also acknowledged. Chapter Three details the ontologies and epistemologies of the overall positivist approach in relation to the research conducted. The chapter then transitions to additional considerations an investigator must acknowledge before conducting any research. Sections 3.4 to 3.6 discuss the mixed methods chosen from the field of social science and applied to this study. Section 3.7 summarises Chapter Three.

3.2   Research Paradigm, Ontology and Epistemology

3.2.1   Research Paradigm

Social research, according to Neuman (2007), is an arrangement of ideas or constructs interlinked with each other that condenses and organizes knowledge about the social world in which people live. All social research is based upon one or more theoretical

paradigms (Jennings, 2001; Gray, 2004). Guba and Lincoln (1998, p. 107) describe a paradigm as a set of fundamental beliefs or worldviews that defines for the person who holds those beliefs, "the nature of the world, the individual's place in it and the range of possible relationships to that world." In other words, a paradigm is how an investigator interprets their reality. As every investigator impresses their own personal philosophies onto their research, it is useful for the investigator to have a clear understanding of theoretical paradigms and acknowledge how specific paradigms influence their own personal perspectives, as well as the perspectives of others. The seven social science paradigms discussed in this section are: *positivism; phenomenology/interpretivism; phenomenography; critical theory; feminist perspectives; postmodernism* and *chaos/complexity theory*. A summary of each paradigm is presented below.

First proposed by the French philosopher, Auguste Comte (1798-1857) (Jennings, 2007), *positivism* is a collection of rules and evaluative criteria with which to refer to human knowledge. It prescribes what kinds of contents within statements may be referred to as 'knowledge' and distinguishes it from information that may or may not have been reasonably derived (Kolakowski [1968] cited in Kolakowski, 1972, p. 5). Comte originally coined the term to rid science of what he considered as dogma (Johnson & Duberley, 2000). Positivism holds the view that the world is composed of universal truths and laws that are testable using scientific methods (Oliver, 1992; Jennings, 2001; Robson, 2002; Neuman, 2007; Creswell, 2009). It is against metaphysical speculation or reflection that cannot be found in conclusions based on empirically derived data (Kolakowski [1968] cited in Kolakowski, 1972, p. 7). Reality is what is available to the human senses (Gray, 2004). Positivism, according to Oliver (1992, p. 106) holds that the "social world can be investigated in the same way as the natural world and that there is a unity of method between the social and natural sciences." Positivists believe human behavior is basically predictable and is governed by general causal relationships (Guba & Lincoln, 1994). Positivism also holds that knowledge obtained from such research is independent of the assumptions underpinning it and the methods used to acquire it (Oliver, 1992). Positivist research is largely based on quantitative data, derived from the use of strict rules and procedures (Robson, 2002) which according to Greenwood and Levin (2003) use the language of objectivity, distance and control. Walle (1997) and Riley and Love (2000) agree that quantitative research is the dominant form of research published in tourism journals. Thus, there are

inherent biases towards the use of the positivist paradigm (Jennings, 2007) in the tourism field.

Phenomenology, also known as the interpretivism (Brotherton, 2008) was first described by Edmund Husserl (1859-1938) and is more recently associated with the French phenomenologist Merleau-Ponty (Hesse-Biber & Leavy, 2006). Brotherton (2008, p. 36) observes:

> While it was generally accepted that positivist approaches and methods could deliver reliable results - that is, ones that can be repeated or replicated - the criticism was that they may not be valid or accurate in terms of adequately explaining real world phenomena because of the reductionist and artificial manner in which the research was conducted.

Thus, phenomenology is the antithesis of positivism (Sinclair, 2008). Phenomenology holds that natural reality and social reality are substantially different from each other and therefore require quite different research methodologies (Howe, 1988). Phenomenology believes social science research cannot eliminate human beliefs from impressing themselves upon the study. Observations cannot be pure in the sense of completely excluding values, purposes, interests and psychological aspects. Research must use empathic understanding (Howe, 1988). While the natural sciences look for trends in the data to develop scientific principles and laws, phenomenology usually looks at the actions and consciousness of the individual (Gray, 2004), seeking a qualitative approach by its nature (Kaplan & Maxwell, 1994). In other words, interpretivists according to Husserl (1965) believe that reality is not objectively derived, but is socially constructed. According to Crotty (1998, p. 67) phenomenology searches for "culturally derived and historically situated interpretations of the social life-world," as it is constituted of multiple realities (Jennings, 2001). More simply stated by Bouma (1996) phenomenological research focuses on how people interpret the actions of others, how they rationalise events and how, through communication, they create meanings.

A relatively new research approach increasing in popularity is phenomenography, based on the writings of Marton, Säljö, Dahgren and Svensson (Bowden, 2000). Marton (1986, p. 31) describes phenomenography as:

a research method adapted for mapping the qualitatively different ways in which people experience, conceptualise, perceive, and understand various aspects of, and phenomena in, the world around them.

Phenomenography is primarily an empirically-based approach (Akerlind, 2005) that investigates qualitatively the different ways in which people experience or think about something (Marton & Booth, 1997). Quantitative efforts can also be explored phenomenographically (Bowden, 2000). Phenomenography aims for a collective analysis of individual experiences (Akerlind, 2005). The emphasis is on description, with an inherent assumption on the importance of and the need for description in any study. The object of study is not the phenomenon in isolation, but includes the relationships between participants and the phenomenon (Bowden, 2005). The clarification of knowledge and concepts is dependent upon focusing on the similarities and differences of the meaning of the concepts themselves (Svensson, 1997). Phenomenography also allows the investigator to draw upon their personal experiences as data for phenomenographic analysis (Säljö, 1996).

The *critical theory* paradigm is based on the writings of Karl Marx (1818 - 1883). This paradigm is inherently reflective in nature and takes the stance that people are often misled and manipulated by those with hidden powers who wish to restrict human freedoms (Habermas, 1970; Gray, 2004; Kyung-Man Kim, 2006; Neuman, 2007). It emphasises the multilayered nature of social reality and the need to peel away the external layers of that reality to arrive at particular truths. According to Crotty (1998), critical theory questions current ideologies and the lack of inaction towards social justice. Critical theorists find themselves questioning commonly held assumptions and values, challenging traditional social structures, and taking on social causes. More than any other paradigm, the critical theory paradigm attempts to make positive social changes in the real world (Neuman, 2007).

The *feminist* paradigm regards the world as dominated by men and believes that women are an oppressed social class (Jennings, 2001; Gray 2004). Mary Wollstonecraft was one of the earliest writers of feminist theory with *A Vindication of the Rights of Women* published in 1792 (Tomaselli, 2010). Feminist researchers generally focus on gender imbalances and issues they perceive that are important to women rather than men

(Robson, 2002). As men come from a position of dominance, the feminist paradigm believes male knowledge is distorted. Since women are subject to domination by men, they have a less distorted social experience that can potentially reflect a truer picture of reality by accessing of the feelings, emotions and personal experiences of women (Gray, 2004) and turning them into action (Robson, 2003). Jennings (2007) observes that the feminist paradigm has strong ties with phenomenology, critical theory and postmodernism.

The *postmodern* paradigm, according to Jennings (2007), is informed by the works of Jean-Francois Lyotard (1924 - 1998), Jean Baudrillard (1929 -), Jacques Lacan (1901 - 1981), Roland Barthes (1915 - 1980), Michel Foucault (1926 - 1984) and Jacques Derrida (1930 - 2004). Postmodernism holds that there are an infinite number and variety of interpretations of phenomena in a dynamic and complex world. There are no single immutable truths (Jennings, 2001), such as God or absolute reality (Kincheloe & McLaren, 2003). Reality is based on each individual's perspective; thus, no one reality has favour over another (Jennings, 2007). Postmodernism emphasises ambiguity, ambivalence, multiplicity and fragmentation as an opportunity for choice (Gray, 2004). It is critical of status quo social and institutional relations, as well as, the ideological manipulation and current practices of subjectivity in which knowledge production and transfer takes place (Kincheloe & McLaren, 2003).

Last, the *chaos theory* paradigm materialised from the work popularised by Edward Lorenz (1917 - 2008) (Reuters, 2008) in the early 1960s. Chaos theory embraces a world that is unstable, dynamic and non-linear but can be measured through objective scientific methods (Jennings, 2001). The theory holds that small differences in initial conditions can yield widely diverging outcomes for chaotic systems, rendering long-term prediction generally impossible (Kellert, 1993). Thus, the world is unpredictable, cannot be ordered and small differences can make sometimes unexpected, significant impacts (Jennings, 2001). Though only applying to one property of chaos theory, the best known metaphor is the 'butterfly effect', where a butterfly flapping its wings in one place causes a tornado elsewhere. Gregersen and Sailer (1993) hold that chaos theory is rarely applied in the social sciences and there is possibly much to learn when applying such theory to the potentially chaotic nature of social phenomena.

Upon review of the major paradigms, the positivist paradigm generally aligns best with the overall beliefs of the investigator and particular aspects of this research. The investigator generally trusts in the universal truths of science and that science can be conducted in a near value-free environment. The investigator also believes that much of human behaviour is generally predictable and frequently ruled by known causal relationships. The visitor questionnaire component of the study is an example of a positivist approach to the study. Yet, the high number of questionnaires collected (1827) is an example of the phenomenographical aspect of the research as the investigator was interested in exploring the collective nature of the data sets based on individual experiences within particular World Heritage sites. The semi-structured interviews along with the on-site observations were primarily phenomenologically-based as well. The semi-structured interviews provided the investigator with context and understanding of the World Heritage branding situation found within sites and helped explain not only the phenomena but the relationships between actors and the phenomena being observed on-site. Sections 3.2.2 and 3.2.3 discuss the ontology and epistemology of a positivist perspective. While a phenomenographical approach was used in aspects of the research, the overall perspective of the investigator is acknowledged as positivist.

3.2.2   Research ontology

Ontology is the branch of philosophy dealing with the "nature of being" (Sinclair, 2000). The ontological basis for the positivist paradigm originates in the scientific works of both Descartes and Isaac Newton (Jennings, 2001). Positivism is based on a view that the world is ordered upon scientific principles that can explain the phenomenon surrounding the investigator through causal relationships (Bryman, 2001; Jennings, 2001; Gray, 2004). In other words, positivism approaches social science research in the same way a scientist would approach natural and physical science research using the scientific method (Gray, 2004).

However, it is important to consider the limitations of positivism. For example, research results may be presented as objective facts and established truths when that may not be the case (Gray, 2004). Jennings (2001) observes that any minor deviations from well established facts, theories or laws are deemed as irregularities in the data and are generally ignored by most positivist researchers. Furthermore, facets of positivism are not based solely on scientific observation but reasoned through indirect inquiry

including mathematical formula or indirect evidence; thus, there is room for misinterpretations of the data (Gray, 2004). Greenwood and Levin (2000, p. 93) also argue that:

> the positivist version of quantitative research is socially convenient for those in power who do not want to be the 'subjects' of social research and who do not want criticism of their social actions to be brought forward by social researchers.

As positivism is based on social disengagement through invoking impartiality and objectivity, Greenwood and Levin (2000) argue that positivist social science disengages itself from the social ills produced by authoritarianism, bureaucracy and inequality through the sterilising use of numbers instead of words (Greenwood & Leven, 2003). In other words, it fights against social change efforts (Greenwood & Levin, 2003).

3.2.3   Research epistemology

Epistemology, as defined by Steup (2005), is the study of the nature of knowledge and justified belief. Epistemology concerns issues regarding the creation and nature of, validity, scope and dissemination of knowledge in particular areas of inquiry (Sinclair, 2000).

Positivist research is generally based on what is observable (Johnson & Duberley, 2000). The epistemological stance of positivism is usually deductive (see Section 3.2.3) in nature and assumes the investigator is generally unbiased, objective and will not impact or influence the research findings. Precise research protocols are known and followed to ensure objectivity and value-free interpretations (Jennings, 2010). Consequently, other researchers should be able to replicate the findings and obtain similar results (Jennings, 2001; Neuman, 2004). The primary methodology used in this study is based on the scientific method.

3.3   Core Dimensions of Research

There are several distinct research approaches that should be acknowledged by an investigator when designing any project: the pure and applied approach, the theoretical or empirical approach and the inductive or deductive research approach. It is important to remember that research often contain elements of either approach within the categories listed above (Jennings, 2001).

3.3.1   Pure and applied research

Fundamentally, there are two elemental divisions in research – pure (also known as basic research) and applied research (Jennings, 2001; Neuman, 2007). Pure research is 'the mother' of most new concepts and ways of thinking about the world (Neuman, 2007). Pure research advances knowledge and provides data to construct theories, models and/or frameworks in the search for absolutes or rules. It can also be used to test existing theories to confirm, modify or reject them (Jennings, 2001). In contrast, applied research is problem-oriented and focused on gathering information towards solving a particular problem, issue or planning need that has practical implications (Clark, Riley, Wilkie & Wood 1988; Sekaran, 2000; Jennings, 2001; Hair, Babin, Money & Samouel, 2003). Applied social researchers usually conduct quick, small-scale studies that provide practical results for use in the near future (Neuman, 2007). According to Jennings (2007), most tourism research is oriented towards applied research.

However, Greenwood and Levin (2000, p. 94) argue that positivist social scientists are trying to apply a scientific model to a situation that in many instances does not fit the behavior of the scientists themselves. Greenwood and Levin (2000) believe the distinction between pure and applied science is "useless and misleading."

While, the investigator agrees with Greenwood and Levin (2000) that much of social science research is improperly framed, it can be useful conceptually to think of research in the general terms of pure or applied. With that in mind, this study is designed to gather useful information for protected area managers and marketers in the real world; thus, it lies firmly in the domain of applied research.

3.3.2   Theoretical and empirical research

Theoretical research contributes to the study of a particular area of intellectual enquiry. "Theoretical research has more abstract and contemplative connections and entails acts of interpretation and reinterpretation of existing data to extend both the concrete and abstract understanding of phenomenon" (Clark et al., 1988, p. 9). In contrast, empirical research involves the collection of primary or original data for analysis (Clark et al., 1988). This thesis is an example of applied research, empirical in nature, as the research methodologies used include focus groups, semi-structured interviews, visitor surveys and field observations of park interpretive signage and visitors.

3.3.3 Inductive and deductive research

Research is also based on either inductive or deductive theory or a combination of both (Bryman, 2001; Vaske, 2008). The inductive approach does not initially set out to corroborate or falsify a theory (Gray, 2004). Inductive research involves the investigator inferring the implications of research findings towards the broader body of theory that initially prompted the study (Bryman, 2001). Through the inductive process, the investigator gathers data, attempts to establish patterns, discover commonalities and meanings in the data (Gray, 2004). In other words, the investigator begins with specific observations and attempts to apply them to existing general principles based on the initial data collected (Gray, 2004; Vaske, 2008). When the data does not fit existing theory, new theories can then be created (Vaske, 2008). In contrast, deductive research begins with general theories and their associated hypotheses. The investigator develops testable questions based on hypotheses derived from what is already understood about a particular domain and the theoretical considerations within that domain. Designing specific studies, the investigator then tests if those ideas fit the hypotheses made (Bryman, 2001; Neuman, 2004; Vaske, 2008). If the studies provide reliable results, the investigator can argue that research findings support the initial theory or hypotheses. Vaske (2008, p. 36) laments, "Unfortunately, empirical findings seldom yield such consistency. Some studies might support the predicted relationships while others fail to support the hypotheses."

In reality, Vaske (2008) observes, both approaches - inductive and deductive work together; they simply differ in their starting points. Inductive research begins with patterns of observations in an attempt to produce empirical generalisations that lead to new theories. Deductive research starts with specific hypotheses suggested by prior theory and tests the relationships using observations from specific studies (Vaske, 2008). This study uses both deductive (visitor questionnaires) and inductive approaches (interviews, focus groups and field observations) to gather data for analysis.

3.3.4 Exploratory, descriptive and explanatory research

Research can also be framed as exploratory, descriptive or explanatory in approach. Exploratory research is particularly useful when there is little information on what is being studied (Hair, Babin, Money & Samouel, 2003). This research approach generally focuses on qualitative data and is open to collecting all data, as it is unknown what may

be important (Neuman, 2007) to develop a better understanding (Hair, Babin, Money & Samouel, 2003). For example, the exploratory approach may frame the research as the first of a series of studies to formulate precise questions for future investigations. Two types of exploratory surveys, according to Vaske (2008), are elicitation surveys and focus groups. Focus groups are used in this study.

Descriptive research collects information to present a precise picture of an event, process, situation or cycle being studied (Hair, Babin, Money & Samouel, 2003; Neuman, 2007). Descriptive surveys depict the characteristics and behaviours of a sample or population of individuals (Vaske, 2008). The self-administered visitor questionnaire used in this study was primarily descriptive in nature.

Explanatory research builds on both exploratory and descriptive research to identify "sources of behaviors, beliefs, conditions and events; it documents causes, tests theories, and provides reasons (Neuman, 2007, p. 16)." In other words, explanatory research addresses 'why things happen' and seeks to identify the causal variables (Vaske, 2008). Both the visitor and signage observation components of this study along with the semi-structured interviews with experts could be viewed as explanatory components of this research. Vaske (2008) comments that research projects often contain all three approaches.

3.3.5 Additional influences

Any research is influenced by a variety of additional factors such as the impact of the investigator's values upon the study (Bryman, 2001), overall practical considerations, the principal of economy (Hair, J., Bush, R. & Ortinau, 2003) and professional ethics (Jennings, 2001; Christians, 2000). The personal beliefs or feelings of an investigator may intrude during at any point during a study beginning with the choice of the research area and the research question, the methods to be used, to the interpretation of data and its conclusions (Bryman, 2001). Additionally, events or activities that occur during the study may be impacted by the feelings or personal beliefs of the investigator or vice versa. Therefore, it is important the investigator acknowledge their value system, especially if it may bias or intrude in some way on the research being conducted (Bryman, 2001).

Rigour in method is often traded off against the pragmatics of reality (Hair, J., Bush, R. & Ortinau, 2003). Practical considerations that may impact different aspects of any research include overall budget and time constraints, personnel and gender issues and unexpected occurrences such as plane delays, vehicle breakdowns, poor weather conditions or civil unrest. Moreover, specific types of qualitative and quantitative methodologies are better suited for particular types of research and obviously would be unable to meet the aims of research objectives if employed in inappropriate situations (Bryman, 2001).

Quality research follows the principle of parsimony (Hair, J., Bush, R. & Ortinau, 2003). Parsimonious research means that it is preferable to apply a simple solution instead of a complex one to any given situation (Hair, J., Bush, R. & Ortinau, 2003; Vaske, 2008). This maxim is also known as Ockham's razor or the principle of economy (Sinclair, 2000).

Additionally, most investigators must comply with a code of professional ethics dictated by the organisation, agency or institution under which they are employed (Ryan, 2005). Hair, J., Bush, R. & Ortinau (2003, Chapter 4) provides a comprehensive discussion of the ethical obligations of an investigator. Typically all research under these circumstances must be approved by a specific individual, committee or by the authority in charge. The research for this dissertation was approved by the James Cook University Human Ethics Committee in 2007 (Approval Permit #H2735).

3.4   Introduction to Research Methods

Research methodology, according to Jennings (2001, p. 445) is defined as "a set of procedures and methods used to carry out a search for knowledge within a particular type of research." Mixed methods research, as described by Morse and Niehaus (2009), is a systematic way of using two or more research methods to answer a particular research question. It may include two or more qualitative or quantitative methods or use both qualitative and quantitative methods. In this instance, a mixed methods approach was utilised as no single method could answer the five objectives chosen for this study.

Specifically, this study incorporated both qualitative (focus groups, semi-structured interviews with experts and general visitor and on-site observations) and quantitative (self-administered visitor questionnaires) methods to triangulate the data and combine it

in ways that made the overall study stronger and more rigorous (Tashakkori & Teddlie, 2003; Morse & Niehaus, 2009). Justification for each methodological choice is discussed in subsequent sections of this chapter.

Table 3.1 lists the advantages and disadvantages of a mixed methods approach in research. Mixed methods approaches are an uncommon methodology (Morse & Niehaus, 2009) used by tourism researchers in Australia. Those researchers who have used mixed methods approaches includes Ballantyne, Packer and Beckmann, 1998; Bentrupperbäumer and Reser (2002), Wilkens, Merrilees and Herington (2008) and Carmody and Prideaux (2011). Table 3.1 lists the advantages and disadvantages of a mixed methods approach to research.

Table 3.1 The advantages and disadvantages of a mixed methods approach

Advantages	Disadvantages
Words, pictures & narrative can be used to add meaning to numbers	A research team may be needed instead of a single researcher to carry out both methods
Numbers can be used to add precision to words, pictures & narrative	Researcher has to learn multiple methods & approaches & understand how to mix them
Can provide both quantitative & qualitative research strengths	More expensive
	More time consuming
Can generate and test a grounded theory	Some details of mixed research remain to be fully worked out by research methodologists
Can answer a broader & more complete range of questions as researcher is not confined to a single method or approach	
The strengths of both methods can be used	
Can provide stronger evidence for a conclusion through convergence & corroboration of findings (triangulation)	
Can add insight that might be missed when using only a single method	
Can increase the generalisability of the results	
Produces more complete knowledge needed to inform theory & practice	

(Adapted from Johnson & Christensen, 2004)

Five Queensland World Heritage Areas comprised the study locations. The six specific study sites within those protected areas were: the Australian Fossil Mammal Sites (Riversleigh D Site), Fraser Island (Lake McKenzie, Central Station and Eli Creek), the Gondwana Rainforests of Australia (Lamington National Park - Binna Burra Section and Springbrook National Park - Natural Arches Section), the Great Barrier Reef (Green Island National Park) and the Wet Tropics of Queensland (Mossman Gorge Section of Daintree National Park).

Use of all five World Heritage Areas found entirely or in part within Queensland comprised a saturation sample. A saturation sample is a sample that includes all the possible units in the study (Jennings, 2001). The research population consisted of those visitors within one of the five World Heritage Areas who had experienced the site for at least an half an hour and agreed to complete the offered questionnaire.

The visitor survey component of the study consisted of administering the same self-completing questionnaire across all five World Heritage Areas on a monthly basis over a four month period between 1 April 2008 and 31 July 2008. A total of 1827 valid visitor questionnaires were collected.

Each of the qualitative and quantitative research methods used in this study are explained and justified in Sections 3.5 through 3.6. The sizable field logistics required for this study are outlined Section 3.6.4. The triangulation of research methods is discussed in Section 3.7. The chapter concludes with Section 3.8.

3.5 Qualitative Methodological Approaches Used

A qualitative approach is a means for exploring and understanding the meaning individuals or groups assign to a particular social or human problem (Creswell, 2007). It places less emphasis on the collection and analysis of statistical data and more emphasis on gaining in-depth insights using a relatively small number of respondents or observations (Jennings, 2001). The research process generally involves emerging questions and somewhat flexible procedures. Data is typically collected in the participant's setting with data analysis built inductively from general themes with the researcher interpreting the data (Creswell, 2007). Three qualitative methodologies were used as part of this mixed methods research: focus groups, semi-structured interviews with experts and on-site observations of signage containing the World Heritage brand and general visitor behavior in relation to the signage.

Information derived from interviews, participant observation or focus groups are usually used to develop topics within a visitor questionnaire (Morse & Niehaus, 2010). After investigating the three qualitative methodologies, the investigator decided to use focus groups to inform the development of the questionnaire. As noted by Putcha and Potter (2004), focus groups allow the investigator to develop an understanding of the immediate issues at hand all at one time from group members. These issues and insights

are used to develop questionnaire items. The main advantages and disadvantages of using focus groups are presented in Section 3.5.1.

The investigator wanted to research the background of the presentation of the World Heritage brand at each study site to better understand the current on-site branding situation. The literature review found detailed historical information regarding the branding of the Wet Tropics of Queensland, but little information for the rest of the study sites. The only practical methodology was to interview experts with notable experience and history working with one or more of the study sites. In choosing between unstructured, semi-structured or structured interviews, the investigator chose the semi-structured methodology as it retained some organisation to the interview while allowing digressions which might be found to be informative at a later time. The main advantages and disadvantages of using semi-structured interviews are presented in Section 3.5.2.

The investigator also needed to determine the general level of exposure to the World Heritage brand a visitor received during a visit. The methodology chosen was field observation and photodocumentation of signage. Images of the signage would portray the branding situation better than any verbal description. The researcher also wanted to observe, in a general way, the level of visitor interaction with on-site signage displaying the World Heritage brand. The decision to interview visitors reading signage was considered but discarded as too time consuming, costly and labor-intensive for this study. Gaining the information through secondary means such as searching web sites and the QPWS archives was considered but discarded. Overt observation would have, at some study sites, potentially changed visitor behaviour. The decision by the investigator to resort to general covert observations in-between distributing and collecting questionnaires appeared to be the most feasible solution. The main advantages and disadvantages of observation are presented in Section 3.5.3.

However, as with any form of study, there are both advantages and disadvantages any of the methods used. The general advantages and disadvantages to using qualitative research methodologies are listed in Table 3.2.

Table 3.2 Advantages and disadvantages to qualitative research methods

Advantages	Disadvantages
Investigations can usually be completed in a shorter period of time compared to a quantitative study.	Sample size limitations inhibit the generalisability of study findings.
Usually less costly than other research methods.	Small differences in the data are difficult to detect.
Richness and in-depth nature of data collected provides additional insights.	Need for well trained interviewers to conduct the research.

(Source: Hair, J., Bush, R. & Ortinau, 2003)

One of the key advantages from the investigator's perspective was the ability to incorporate qualitative research methods to collect in-depth data which would provide additional insights to the overall study. As the study progressed, the investigator found that this was indeed the case.

3.5.1 Focus groups

Focus groups usually consist of six to twelve people from the population of interest in a room with a moderator who encourages open discussion within the group of particular issues (Neuman, 2007; Vaske, 2008). Hair, J., Bush, R. and Ortinau (2003) list seven reasons to conduct focus groups: to provide data for defining or redefining problems and issues, to identify specific hidden information requirements, to provide data for better understanding results from quantitative studies, to reveal the visitors' hidden needs, wants, attitudes, feelings and behaviours; to generate new ideas about products and services or delivery methods; to discover new constructs and measurement methods; and, to help explain changing visitor preferences. Additionally, focus groups enable the investigator to develop a feel for the type and range of issues important to people in the population of being studied (Puchta & Potter, 2004; Vaske, 2009; Morse & Niehaus, 2010). The information can then be used to develop questions that will be included on a questionnaire administered to a larger sample of individuals (Vaske, 2009). Morse and Niehaus point out that focus group dialogue can provide both the content and appropriate language for survey questions. This methodology has been used in Australia, for example, by MacDonald and Bell (2006) to query Australians about Australia's heritage and Wilkens, Merrilees and Herington (2008) to gather information upon which to build tourism survey questions. However, like any research method,

there are distinct advantages and disadvantages to using the focus group method. Table 3.3 lists the advantages and disadvantages of focus groups.

Table 3.3 Advantages and disadvantages of focus groups

Advantages	Disadvantages
New ideas or creative and honest opinions are usually offered.	Low generalisability of results as focus groups tend not to be representative of target populations.
The natural setting allows people to express their opinion/ideas freely.	
Open expression among members of marginalized social groups is encouraged.	A "polarization effect" exists (attitudes become more extreme after group discussion.
People tend to feel empowered, especially in action-oriented research projects.	Only one or a few topics can be discussed in a focus group session.
Survey researchers are provided a window into how people talk about survey topics.	Well trained moderators are required.
Aids investigator in determining what types of data should be collected.	A moderator may unknowingly limit open, free expression of group members.
The interpretation of quantitative survey results is facilitated.	Focus group participants produce fewer ideas than in individual interviews.
Participants may query one another and explain their answers to each other.	Focus group studies rarely report all the details of study design/procedure.
Efficient way of accessing a range of ideas at one time.	Investigators cannot reconcile the differences that arise between individual-only and focus group-context responses.
	Subjectivity in interpreting focus group responses may be a problem.
	Can be extremely time-consuming to organise

(Adapted and compiled from Neuman, 2004, p. 301; Hair, J., Bush, R. & Ortinau, 2003, pp. 213-215; Bushell & Griffin, 2006, p. 28)

Focus groups for this study were conducted in the Cairns area to assist in tailoring the survey instrument for use among both domestic and international visitors. Three focus groups were planned in September and October 2007 within selected nearby caravan parks. Focus group members were recruited randomly either from posters placed within the caravan park three days in advance of the session or after a free pancake breakfast regularly provided at one of the locations. The discussions were conducted in open air shelters inside Cairns caravan parks and consisted of eight participants in each session.

Prior to the commencement of each meeting, participants read and signed a JCU ethics form notifying them of the aim and objectives of the study and the level of confidentiality that could be maintained in a focus group setting. Two focus groups were conducted. The third focus group was canceled due to a lack of participation as it was unknowingly scheduled during a televised high interest sports activity.

Thirteen questions were discussed during each group session. As additional questions came up during the conversation, these were also addressed. One question included a visual component, asking participants if they could identify several logos such as the McDonald's golden arches logo, the stripped World Heritage emblem and the Queensland Parks and Wildlife logo. Table 3.4 provides the list of questions asked during focus group sessions.

Table 3.4 Questions used during focus group sessions

1.	When planning a vacation, do you look for any specific protected area names, logos or eco-certifications to help you decide if you want to visit that area or not – for example- national park, marine park, conservation area, etc?
2.	How important are these types of names to you in your decision to visit?
3.	You are now in the Wet Tropics of Queensland. Are you aware of any special status or designations for the Wet Tropics?
4.	If you think of the phrase 'national park' as a brand, what other brands can you think of for protected areas in Queensland?
5.	What associations do you have with these sites: Fraser Island, Great Barrier Reef, and Lamington National Park?
6.	When you hear the term 'World Heritage' what do you think of?
7.	What do you know about World Heritage?
8.	Does it matter to you if a park is listed as World Heritage?
9.	Can you name the World Heritage Areas in Queensland?
10.	What do you think motivates people to visit World Heritage Areas?
11.	Do visitor motivations change once they are familiar with the World Heritage name?
12.	The road signage in the Cairns area have quite a few logos on them, do you recognize any of these logos? Do you know what they stand for?
13.	Do you recognize any of the following logos? Can you recall what they stand for?

Focus group members received several full colour post cards of iconic native Australian species as a 'thank-you' for participating in the study. Notes were taken during focus group sessions and transcribed later the same day. Analysed data from the focus groups informed the development of items for the self-administered visitor questionnaire.

3.5.2   Semi-structured interviews

Semi-structured interviews can be used in both qualitative and quantitative methodologies (Jennings, 2001). The ontology of semi-structured interviews, according to Jennings (2001), is one of multiple realities while the epistemology is subjective, based on the participants and the phenomenon being studied. Semi-structured

interviews, according to Morse and Niehaus (2010) can be used when the researcher is sufficiently informed about the topic to understand the boundaries and limits of the phenomenon being discussed, can identify all the research areas; and, develop all the questions relevant to the phenomena being discussed, but not know all the possible responses.

This methodology has been used in Australia with tourism-related research by Marcotte and Bourdeau (2006); Carmody (2008); Wilson and Turton (2009) and Turton, Hadwen and Wilson (2009). The advantages and disadvantages of semi-structured interviews are listed in Table 3.5.

Table 3.5 Advantages and disadvantages of semi-structured interviews

Advantages	Disadvantages
Multiple realities can be determined as the semi-structured interview does not constrain the participant to following the interviewer's a priori reasoning.	These types of interviews take much longer than other types of interviews.
The subjective epistemology viewpoint enables rapport to be established.	Interviewee interprets reality rather than the interviewer.
The method's usefulness in gathering data on complex and sensitive issues, as the interviewer can take time to establish rapport and move slowly to examine the issues.	The researcher may manipulate the data and bias the data by only pursuing one particular line of prompting.
Detailed information regarding attitudes, opinions and values may be elicited as opposed to using scales that tend to reduce the interviewee's experiences to numeric positions along a continuum.	This style of interviewing is closer to unstructured interviewing so critics of the approach focus on validity, reliability and variability of the data.
The questions are not objectively predetermined and presented, so the interviewer can ask for further clarification and pursue issues without negatively affecting the quality of the data collected.	Using different interviewer's results in differences in researcher-interviewee interactions and this may reduce comparability.
Interview probes can be altered to follow the path the interviewee is focused on pursuing.	Data may be useless if the interviewer does not have good interviewing skills.
Queries can be clarified.	Rapport is necessary.
Verbal and non-verbal cues can be recorded.	Replication is impossible.
Follow-up questions can be framed to extend responses.	
The semi-structured schedule provides a more relaxed interview setting.	

(Adapted from Jennings, 2001, pp.166 - 167)

The purpose of incorporating a semi-structured interview methodology into the study was to provide the investigator with historical, as well as, current information on the politics and actions of government agencies and/or individuals regarding particular World Heritage Area brands that was absent in the literature but which would provide significant insights towards the overall study. Nineteen experts with notable institutional

memories and perspectives; or, those aware of the current situation within one or more of Queensland's World Heritage Areas, were contacted to discuss branding issues. Fifteen experts consented to be interviewed. One expert consented, gave an interview, but never signed off on the final interview transcript. Interviewed experts included former World Heritage executive directors and highly placed staff, former and current Federal personnel, well-known World Heritage consultants, IUCN World Commission for Protected Areas members, university professors actively working in particular World Heritage Areas and long-term owners of well known businesses within World Heritage properties. The interviews were conducted between September 2007 and April 2010.

The general interview process for this study was initiated either with an email explaining the research project or by inviting a potential interviewee to participate after a face-to-face introduction. The investigator followed up and set a time and place. Consent forms for the interviewees to sign were either mailed to the interviewee prior to the interview or handed and discussed with the interviewee before the interview began. Appendix Four contains a copy of the consent form. Interviews were typically one hour long at either the interviewee's office or a nearby coffee shop. After a few minutes of general chatting to establish an initial rapport, the investigator would again explain the reason for the interview. James Cook University interview protocols were explained and a consent form detailing the nature of the research and the use of the interview data for academic research and publications was signed if it had not been already signed off and returned in the mail. As recommended by Kidder and Judd (1986), the introduction was brief and positive and once the interview began, the manner was friendly, conversational, courteous and unbiased. Two semi-structured interviews were conducted over the phone at a date and time set by the interviewee. In this situation, all permission forms and transcripts were conveyed via post and/or email between the interviewee and the researcher. Rapport was established through previous face-to-face contact and/or friendly emails and conversation prior to the start of the interview.

The semi-structured interview commenced with the researcher asking the interviewee about their professional position and how long they had been involved with the World Heritage Area being discussed. Notes were taken during interviews instead of audio recordings to keep the interviewee at ease and more willing to answer questions that might be construed as potentially politically sensitive. The interviewees were asked

questions regarding aspects of the history leading up to the World Heritage designation, any background concerning the naming of the specific World Heritage Area being discussed, any issues concerning changes to the World Heritage Area name or renaming, the current state of public communications and their thoughts about the current status of the World Heritage brand on-site. Quite a deal of additional information was provided by the majority of professionals interviewed. Interviews generally lasted one hour; however, due to the enthusiastic nature of some of the participants, a few lasted quite a bit longer with one lasting over three hours. Several interviewees were able to provide significant amounts of relevant information about more than one World Heritage Area. Additionally, the initial rapport developed with several interviewees resulted in the investigator receiving further useful information relevant to the study objectives during the course of the study period. Those professionals and agency personnel interviewed for this study are not identified. This provides anonymity for those who participated in this study.

3.5.3   On-site observations

Observations in this study consisted of general on-site signage and visitor observations. Observations can be an invaluable data collection method (Yin, 2011) but are most useful when they can be correlated with other techniques (Bushell & Griffin, 2006). Observation involves the systematic viewing of and the recording, analysis and interpretation of what is being observed (Neuman, 2007; Vaske, 2008).

On-site observations may place the investigator as either an active participant or as an inactive observer (Tashakkori & Teddlie, 2004). Active participation places the observer as a participant in the interpersonal environment of what is being observed. For example, observing the interactions of a group reading park signage while part of the group. Inactive observations are made when the investigator is not an active participant in the setting being observed (Tashakkori & Teddlie, 2004). In contrast, a researcher taking notes and photographs of park signage is an example of inactive participation.

On-site observations may be inductive or deductive based on what is being observed (Jennings, 2001). During this research, on-site observations were both inductive and deductive. For example, inductive observations consisted of noting there were few signs in Queensland World Heritage Areas that effectively conveyed to the visitor that the site was World Heritage listed. Thus, the investigator hypothesised visitors were probably

unaware of the property's World Heritage status after a site visit if they were not aware of the fact beforehand. In contrast, deductive observations included the investigator hypothesising that poor sign placement led to fewer visitors stopping to read a sign. Observations were collected as time permitted to valid or invalidate the hypotheses.

Observations are either overt or covert. Overt observation, according to Neuman (2007) is when those being observed are aware the observation is taking place. In contrast, covert observation is when those being observed are unaware of being watched. On-site observations of visitor's during this study were, by and large, covert.

Last, Saunders, Lewis and Thornhill (cited in Gray, 2004, p. 239) differentiate between 'participant' and 'structured observation.' Participant observation is primarily qualitative and emphasizes the meanings people give to their actions, while structured observation is more quantitative and focuses on the frequency of their actions. Structured observations of a general nature were used in this study. For example, the investigator observed the general frequency of park visitors passing by particular signage to see if the glanced at a sign or stopped and read it. Table 3.6 lists the advantages and disadvantages of using observational techniques.

Table 3.6 Advantages and disadvantages of observational techniques

Advantages	Disadvantages
Allow for very accurate recording of detailed visitor behaviour patterns especially unstructured behaviours.	Difficult to make accurate inferences about larger groups of subjects beyond those being observed.
Structured observations can reduce observer bias.	Data is often difficult to generalize.
Data collected in less time and at a lower cost than other methods.	Often does not include a representative sample.
Reduction of confounding errors	Difficult for the researcher to explain why the behaviour took place, thus limited to intellectual guesses.
Useful when other methods cannot be used	Hard to record all behaviour occurring in setting with many people present.
	May not instantly be able to record data thus may forget or faulty recall may occur.
	Training the observer is essential and can be expensive

(Adapted from Hair, J., Bush, R. & Ortinau, p. 298; Bushell & Griffin, 2006, p. 28)

During this research, on-site field observations were conducted over multiple days within all five World Heritage Areas across the four month time frame of 1 April - 31 July 2008. Two types of general observations were made during this research: on-site signage and visitor behaviour observations regarding the signage. As Objective Three of this study is, *to identify the level of visitor awareness of the World Heritage brand while visiting a World Heritage site in Queensland*, a key method to assess reasons for potential deficiencies of such awareness is to examine on-site communications to the visitor. The primary communication method of management agencies with the visitor is via on-site signage. If a visitor was unaware of the World Heritage nature of the site prior to their visit, on-site signage is the primary means to communicate that message to the visitor. If the visitor, after spending at least one half hour inside the World Heritage Area, remains unaware of the prestigious brand, management should reexamine their on-site public communication strategy. Signage observations for this research consisted of the following:

- Did entrance signage to the World Heritage Area display the World Heritage brand?

- Did entrance signage to the World Heritage Area display the name of the specific World Heritage Area being visited?

- Did the park 'prominently, consistently and repeatedly' display the World Heritage brand on signage?

- When the World Heritage emblem was present, where was it located on the sign? Was it 'prominently, consistently and repeatedly' displayed?

Entrance signage, road signage within the park and signage around the survey area was observed. When a visitor centre was present, displays and exhibits in it were also observed. 'Prominently displayed' was a subjective determination on the part of the investigator as graphics on signage varied widely within and across sites. If the World Heritage emblem, for example, was placed at the bottom of a sign and rather small, the investigator would not consider it as prominently displayed. If the emblem was large and placed on the sign so the average person would easily notice it, it was considered to be prominently displayed. The plates act as objective data to compliment the assessments made by the investigator.

The second set of on-site observations consisted of observing general visitor behaviours regarding reading on-site signage containing the World Heritage brand.

- Was the sign easily visible to visitors?

- Was signage containing the World Heritage brand read, glanced at or generally ignored by the visitor?

- Where was the sign placed in relation to visitor flow in general?

- How much overall World Heritage brand exposure did the visitor receive from their overall visit?

However, it must be emphasised that visitor observation data was ad hoc in nature. The researcher frequently conducted observations during slow periods in between handing out, collecting and reloading the clip boards with visitor questionnaires. Nonetheless, these general observations provided in-depth real time knowledge, and when layered over multiple visits, provided invaluable information to the study that only a single visit or not visiting at all would have missed.

Other investigators have also used on-site signage and visitor observations to inform research within Queensland World Heritage Areas. Bentrupperbäumer's (2001/02) series of published *Wet Tropics of Queensland Site Level Data Reports* conducted

on-site signage observations and visitor behavioural observations. Prideaux and Carmody's (2010) update of Bentrupperbäumer's (2002) research also included on-site signage observations. Both Cooper and Erfurt (2006) and Buckley and Littlefair (2007) are examples of tourism studies inside World Heritage Areas that use on-site behavioural observations of visitors as part of their methodologies.

3.5.4 Specific limitations of the qualitative research methods used

There were several limitations to the qualitative aspects of this study that should be acknowledged. First, only two focus groups were conducted during the months of September and October in 2007. If additional focus groups had been conducted periodically throughout the entire year perhaps new issues would have been identified for inclusion within the questionnaire. Furthermore, the majority of focus group members were over the age of forty. Including more participants in a younger age demographic in the focus groups may have identified additional themes for inclusion in the questionnaire. Focus group sessions were conducted only in English; thus, valuable information may have been overlooked by not including non-English speakers in the sample.

Second, while semi-structured interviews were conducted with individuals possessing a significant long term history in at least one of Queensland's World Heritage Areas, there are more than likely remaining information gaps regarding the branding of these World Heritage Areas which additional interviews could have found or shed new light upon. Last, signage and visitor observations occurred on an *ad hoc* basis during survey days and casually during off-duty times; thus, some relevant visitor observations may have been missed.

3.6 Quantitative Methodological Approaches Used

Quantitative methodologies generally place more emphasis on the collection and analysis of statistical data using large numbers of respondents or observations and less on obtaining in-depth information. A structured, replicable research design, numerically-based data collection, statistical procedures, research date displayed using tables and graphs, and findings that are generalisable to the broader population are a key part of quantitative research (Jennings, 2001; Creswell, 2009). A self-administered

questionnaire is a data collection method in which the respondent reads the questions on the questionnaire and records their own responses on the paper (Hair, J., Bush, R. & Ortinau, 2003; Vaske, 2008). This common methodology is usually associated with descriptive or explanatory research (Hair, J., Bush, R. & Ortinau, 2003). A quantitative methodology is frequently associated with a deductive approach (Gray, 2004), an ontological view that sees the world as consisting of causal relationships, an objective epistemology and the use of an outsider's perspective (Jennings, 2001). The advantages and limitations of self-administered questionnaires are listed in Table 3.7.

Table 3.7 The advantages and disadvantages of self-administered questionnaires

Advantages	Disadvantages
Useful for describing characteristics of a larger population.	Difficulty in development of accurate survey instruments.
Can tap into factors or concepts that are not directly measurable.	Misinterpretations of data results and inappropriate use of data analysis procedures.
Large sample sizes can be accommodated at relatively low cost.	Often inflexible in nature and does not reflect real life situations.
Raw data can be analysed many ways depending on a variety of variables.	The researcher can never be sure the targeted person completed the questionnaire unless the researcher personally handed the questionnaire to the respondent and waited for its completion.
The participant can complete the questionnaire at their own pace.	
Requires minimal administration.	
If left to the respondents, the questionnaire can be completed at a time convenient to the respondent.	The respondent may not understand the language of the questionnaire, resulting in an incomplete or empty questionnaire.
Patterns and trends may be detected using advanced statistical analyses.	May be difficult to determine if respondent is being truthful.
Many questions can be asked on one survey.	The lower response rates result if the researcher is not present or a process time or process is not arranged for collection of the completed questionnaire.
Ease of administering and recording questions and answers.	
Ability to distinguish small differences.	
Less interview bias.	May be expensive to design, administer and analyse
Results can be compared with those obtained elsewhere	

(Adapted from Hair, J., Bush, R. & Ortinau, 2003, pp. 256-258; Jennings, 2001, pp. 243-244; Bushell & Griffin, 2006, p.28; Vaske, 2009, pp. 120-123)

An on-site self-administered visitor questionnaire was the primary quantitative component employed in this study. Numerous tourism researchers have used the methodology in Queensland protected areas including Ballantyne, Packer and Beckmann, 1998; Bentrupperbäumer (2002); Moscardo, Green and Greenwood (2001) McCoy, 2003; Tisdell and Wilson (2003a, 2003b, 2004, 2005); Moscardo, Saltzer,

Norris and McCoy (2004); Cooper and Erfurt (2006); Prideaux and Falco-Mammone (2007); McNamara and Prideaux (2009a, 2009b); and, Prideaux and Coghlan (2010).

3.6.1   Questionnaire design

The visitor questionnaire used in this study was based on a review of similar questionnaires previously conducted in Queensland World Heritage Areas by several researchers including Green, Moscardo, Greenwood, Pearce, Arthur, Clark and Woods (1999); Bentrupperbäumer's and Reser (2002); McCoy (2003); Moscardo and Ormsby (2004); Moscardo, Saltzer, Norris and McCoy (2004); Prideaux and Falco-Mammone (2007). Survey questions administered in other World Heritage sites were also reviewed including Enterprise Marketing and Research Services Pty. Ltd. (2000); Marcotte and Bourdeau (2006); and, Reinius and Fredman (2007). Some questions contained within previous questionnaires were used 'as is' for this study, others were adapted for use while some new questions were specifically developed and tested to collect data concerning visitor awareness and knowledge of the World Heritage brand. See Appendix Three for a copy of the questionnaire used.

The first page of the questionnaire was designed to omit the phrase 'World Heritage' so as not to cue respondents. Questions on this page included items based on brand awareness arm of Keller's (1993) Dimensions of Brand Knowledge model (see Figure 1.3). The first side of the questionnaire included specific 'top-of-mind' questions as a means to determine if respondents were aware of the World Heritage listing of the site they were visiting. Questions concerning World Heritage brand recognition and recall were asked. Initially, the investigator was concerned that the stripped World Heritage emblem, located on the first page, might cue visitor responses. However, while piloting the questionnaire this was quickly found to be a non-issue as 99% of respondents in the first pilot did not recognise the stripped World Heritage emblem and could not recall what it represented. The second and third sides of the visitor questionnaire focused primarily on cued questions regarding visitor awareness of the World Heritage brand and its influence in the decision to visit using a variety of question constructions. These questions investigated both arms of Keller's (1993) model. Table 3.8 provides the list of brand awareness questions used in this dissertation based on Keller's (1993) Dimensions of Brand Knowledge model.

Table 3.8 World Heritage brand awareness and general knowledge questions*

Brand Awareness Questions

4) Does this area **you are now visiting** have any *special status* or *label* you are aware of? ☐ Yes ☐ No ☐ I am not sure
If **'yes'**, what is the special significance or special label for this site?_____

5) Please circle the letter of each logo you recognize. (Please do not guess).

A. **B**

6) For the logos you DO RECOGNISE, please write the name for what they stand for in the space below. (Remember, **if you are not sure**, leave the line blank.

_____   _____

_____   _____

8) Please rate you recognition of the following by ticking the appropriate box below

Term / Label	Familiar	A little familiar	Never heard of it before this survey
National Park			
World Heritage Area			

9) Please tick the term(s) that you know apply to the area you are visiting today. Please do not guess.

☐ National Park   ☐ State Park
☐ World Heritage Area   ☐ Recreation Area
☐ Marine Park   ☐ Conservation Area

11) Were you aware that this place was a World Heritage Area before your visit?
☐ Yes ☐ No

14) How would you rate your **general level of knowledge** about World Heritage? (Circle only one)

Not at all knowledgeable   **1**   **2**   **3**   **4**   **5**   **6**   **7**   Extremely knowledgeable

15) Are you aware that World Heritage is the **highest honour** any protected area can receive? ☐ Yes ☐ No

Brand Awareness continued

17) How many World Heritage Areas are in Queensland? _____ - **OR** Please tick
    ☐   I don't know

19) Please circle the number that best agrees with your thoughts about the statements below.

	Strongly disagree				Strongly agree
Obvious signage in the park made it clear to me this place was a WHA.	1	2	3	4	5

21) What is the full name of this World Heritage Area? _____

*Note that some questions may be slightly modified from the original visitor survey to save space.

Influence-related questions were generally on the brand image arm of Keller's (1993) Dimensions of Brand Knowledge model. Questions stressed the strength and favourability of the positive associations as it related to the influence of the World Heritage brand.

Table 3.9 Questions on the influence of the World Heritage brand based on Keller's (1993) Dimensions of Brand Knowledge*

Brand Image

11) **Please tick your response to the following questions.**	**YES**	**NO**
Did the fact that this site was a World Heritage Area **influence** your decision to visit this place?		
Did the fact that this site was a National Park **influence** your decision to visit this place?		
Is this protected area a **more desirable** place to visit for you because it is a World Heritage Area?		
Is this protected area a **more desirable** place to visit for you because it is a National Park?		

12) Please tick your response to the following questions	YES	NO	MAYBE
Would you be **more likely** to visit a National Park if you knew it was **also** a WHA?			
Would you **plan** on visiting a National Park for **a longer period of time** if it was also a World Heritage Area?			
While in Queensland, if you learned a protected area **reasonably close by was also** a WHA, would you probably change your plans to make sure you visited it?			
In general, would you **prefer** to visit natural WHA **over** other natural areas in Australia?			

Brand Image continued.					

19) Please circle the number that best agrees with your thoughts about the statements below.

	Strongly disagree				**Strongly agree**
I like to collect World Heritage Areas (WHAs)……………	1	2	3	4	5
I like to visit WHAs if I can fit them into my holiday plans.	1	2	3	4	5
WHA means it is something I must see if I am in the area…	1	2	3	4	5
I go out of my way to visit WHAs………………………….	1	2	3	4	5

*Note that some questions may be slightly modified from the original visitor survey to save space.

3.6.2 Survey process

The study employed a convenience sampling method within each World Heritage Area using the self-completed questionnaire titled *The Protected Area Visitor Survey Questionnaire* (Appendix Three). The on-site questionnaire administration methodology was similar to that employed by Bentrupperbäumer and Reser (2002) in their study on visitation to the Wet Tropics of Queensland World Heritage Area.

The first pilot test of the survey instrument was conducted in the Mossman Gorge section of Daintree National Park within the Wet Tropics of Queensland during September 2007 with fifty-two completed questionnaires. Results indicated that several questions could be misconstrued or were slightly confusing to respondents. Thus, the questionnaire was refined a second time and piloted again in October with fifty-three completed questionnaires collected. Only very minor grammatical modifications of a few questions were needed after the second pilot. Either the investigator or surveyors with prior experience who were provided additional training by the investigator distributed questionnaires on clip boards with pens to willing visitors. The surveyor remained in the area to assist respondents if they had any questions.

Visitor surveys were undertaken on a monthly basis within each World Heritage Area between 1 April and 31 July 2008. This particular four month time frame was chosen for three reasons. First, this time frame contained periods of both high and low visitation that could be included in the survey schedule. Second, it was during Queensland's dry season; thus, all sites would be accessible with generally favorable weather conditions for optimal accessibility and visitor participation. Last, allocated research funds, as well

as the investigator's personal funds, only allowed for four circuits around Queensland to conduct the study.

Approximately 5,000 people were approached in the four month time frame and asked to participate in the survey. An overall response rate of approximately 37% was achieved. The overall response rate was lowered by the high number of refusals at the Fraser Island locations. A total of one thousand eight hundred and twenty seven (1827) usable visitor questionnaires were generated: 171 from the Australian Fossil Mammal Sites (Riversleigh D Site), 466 from Fraser Island, 312 from the Great Barrier Reef, 599 from the Gondwana Rainforests of Australia and 279 from the Wet Tropics of Queensland. A total of thirty-three incomplete questionnaires were discarded.

Data was entered onto the SPSS version 15.0 statistical package and analysed using tabulation, graphical analysis, a Chi-square test and ANOVAs. The investigator was informed by a university statistician in determining which analyses to apply to particular data sets. In this study, the 'age' variable was the only continuous data series; thus, the only variable that an ANOVA could be applied. These techniques were used to develop an understanding of the various relationships within the demographic data in regards to better understanding the role of the World Heritage brand in attracting visitors to protected areas in Queensland, Australia.

3.6.3 Introduction to study sites

Section 3.6.3 provides a brief introduction to the five World Heritage Areas within the study was conducted. A map indicating the World Heritage Area locations used in this study are found in Chapter One, Figure 1.2.

3.6.3.1 Australian Fossil Mammal Sites (Riversleigh)

More than 2,000 km separate the two sites that form the Australian Fossil Mammal Sites World Heritage Area. The Riversleigh fossil fields (100km^2) are located in northwestern Queensland about 200 kilometers south of the Gulf of Carpenteria and 250kms northwest of Mount Isa (Queensland Government, 2002). The Riversleigh half of the Australian Fossil Mammal Sites is surrounded by Boodjamulla National Park. Naracoorte (3km^2), the second half of the World Heritage Area is located in South Australia and is comprised of a number of limestone caves containing remains of Australian megafauna (Australian Government Department of the Environment and

Heritage and the Arts [DEWHA], 2008). Riversleigh is the richest known mammal deposit in Australia and one of the most significant fossil deposits in the world. The remains of unique Australian prehistoric animals from the last 25 million years have been discovered perfectly preserved in its limestone outcrops. Among the fossils found include marsupial lions, carnivorous kangaroos, huge pythons, arboreal crocodiles and the early ancestors of the Tasmanian tiger and platypuses (Queensland Government, 2002). Plate 3.1 provides a partial view of D Site within the Australian Fossil Mammal Sites (Riversleigh).

Plate 3.1 A partial panorama of the Australian Fossil Mammal Sites (Riversleigh) D Site

(Source: Author)

Most of the World Heritage Area is closed to the general public for security reasons; however, a small area known as D Site, is open to tourism. This site has a gravel car park, an orientation board, a small artificial 'cave' interpretive room and a few small interpretive signs posted along the 15 minute circuit track around the area. There are no overnight facilities on-site; however, camping is available about 45 kilometers away at Boodjamulla National Park while Adels Grove, adjacent to the park, offers a variety of accommodation options (King & Prideaux, 2010).

3.6.3.2   Fraser Island

Fraser Island is located off the southeast coast of Queensland and part of the Great Sandy National Park. Stretching over 122 kilometers, Fraser is the largest sand island in the world. Characteristics of the island include long white beaches, rare blue 'perched' freshwater lakes, tall hardwood rainforests and the world's purest strain of Australian wild dog, the dingo (DEWHA, 2008). The huge sand deposits that comprise the island are a continuous record of climatic and sea level changes for the past 700,000 years

(DEWHA, 2008). Fraser Island is not only home to dingoes but other wildlife including an endangered ground parrot, 'acid frogs', and flying foxes and wallabies (DEWHA, 2008). Plate 3.2 shows one of Fraser Island's popular perched freshwater lakes.

Plate 3.2 Lake McKenzie, one of Fraser Island's unusual 'perched' freshwater lakes

(Source: Author)

Fraser Island is accessible to visitors only by a short ferry ride or small plane flight. The island is criss-crossed with a series of walking tracks and rough 4-wheel drive roads (King & Prideaux, 2010). Visitors are able to take their own 4-wheel drive vehicle to the island, rent a 4-wheel drive or join a commercial tour. There is a range of accommodation choices on the island from a 5-star resort to camping. Small grocery stores and restaurants are found within different visitor hubs across the island (King & Prideaux, 2010).

3.6.3.3 Great Barrier Reef

The Great Barrier Reef Marine Park is the world's third largest World Heritage property, extending over 2000 kilometers along the northeast coast of Queensland and comprises an area of 348,000 square kilometers (DEWHA, 2008). The Great Barrier Reef contains extensive seagrass beds, mangrove forests, sandy and muddy seabed communities, a diversity of reef areas, deep oceanic waters and island communities (DEWHA, 2008). The World Heritage Area provides habitat for over 1,500 species of fish, over 360 species of hard, reef-building corals, 4,000 species of mollusk and 1,500 species of sponges. It also protects dugong, turtle and whale species. The islands and cays support a variety of coastal and seabirds including pelicans, ospreys, frigatebirds and shearwaters (DEWHA, 2008). The Great Barrier Reef is also culturally significant containing a variety of historic shipwrecks, ruins and archeological sites of Aboriginal

or Torres Strait Islander origins (DEWHA, 2008). Plate 3.3 is an image of the Great Barrier Reef.

Plate 3.3 A view of Green Island within the Great Barrier Reef

(Source: © James Popple, all rights reserved)

The Great Barrier Reef offers a variety of tourism activities including helicopter tours, cruises, diving and fishing charters, whale watching, day tours, overnight resort stays, bareboats and motorised water sports (GBRMPA, 2008).

3.6.3.4 Gondwana Rainforests of Australia

The Gondwana Rainforests of Australia consists of approximately fifty distinct reserves extending from Newcastle in New South Wales north to Brisbane in southern Queensland (DEWHA, 2008). The World Heritage Area protects the remnants of the great rainforests that once covered the entire Australian continent. The Gondwana Rainforests contain about half of all Australian plant families and roughly one-third of Australia's mammal and bird species. The reserves feature scenic view points, striking vertical cliffs with waterfalls, eroded volcanic craters, rivers and dense forests with numerous streams in the surrounding mountains (DEWHA, 2008). Plate 3.4 shows

Plate 3.4 Springbrook National Park within the Gondwana Rainforests of Australia

(Source: Author)

the beauty of Springbrook National Park, one of the many parks and reserves within the World Heritage Area. Many of the protected areas within the Gondwana Rainforests have some form of visitor-related infrastructure including walking tracks. There is a reasonable range of accommodation choices throughout the region and access is primarily by road.

3.6.3.5 Wet Tropics of Queensland

The Wet Tropics of Queensland lies between Townsville and Cooktown on the northeast coast of Queensland and covers an area of about 8,940 square kilometers. Fast flowing rivers, gorges, waterfalls, crater lakes and heavy jungle comprise the landscape of this World Heritage Area. The region is a biodiversity hotspot and contains the world's highest concentration of primitive flowering plant families (DEWHA, 2008). Rare species including cycads, the southern cassowary, gliders, possums, platypus, the musky rat kangaroo and tree kangaroos are protected in the World Heritage Area. Additionally, Rainforest Aboriginal tribal groups actively gather and use a variety of rainforest products (DEWHA, 2008). Plate 3.5 shows a panoramic view of part of the Wet Tropics.

Plate 3.5 A view of part of the Wet Tropics of Queensland

(Source: Author)

3.6.3.6   *Field research logistical considerations*

The World Heritage Areas in the study were selected to provide a comprehensive statewide overview of the status of the World Heritage brand across Queensland. However, in choosing these particular locations, considerable thought towards logistics and troubleshooting was required. After assessing the long driving distances required on a monthly basis within the given time frame along with the funds available, the investigator decided to collect the data for the three farthest survey sites from Cairns - the Australian Fossil Mammal Sites (Riversleigh) located in far northwestern Queensland, the Gondwana Rainforests of Australia located in the far southeastern corner of Queensland and Fraser Island, also found in southeastern Queensland. Trained research assistants covered the two study sites closest to Cairns - the Great Barrier Reef and the Wet Tropics of Queensland. Figure 1.2 (p. 34) shows the rough location of the study areas to one another. The investigator enlisted the aid of two volunteer research assistants to cover the study sites adjacent to Cairns. One research assistant was charged with collecting data within the Wet Tropics of Queensland, Daintree National Park - Mossman Gorge area while the other research assistant was charged with collecting data at the Green Island National Park site within the Great Barrier Reef World Heritage Area. Both research assistants had considerable prior experience in conducting visitor surveys.

Using a 1993 Ford Laser sedan, the investigator drove approximately 5,000 kilometers per month to gather visitor data from the three World Heritage Areas. Extra days were incorporated into the itinerary to account for unforeseen problems. During the four

month period, the investigator travelled with all needed camping equipment, supplies and questionnaires during each round trip. Often, a volunteer came along and was in charge of the camp while the researcher gathered data.

Plate 3.6 Exhaust system on the field vehicle being resecured with baling wire at Adels Grove near Riversleigh

(Source: Author)

3.6.4 Limitations of the quantitative approaches

There are several limitations in the quantitative approaches applied in this study. The specific sites where the survey was conducted may have biased the results as the research focused primarily on high volume visitor locations within each World Heritage Area. Though effort was exerted in choosing sites with high visitor numbers that would provide representative data for each location, given the research constraints of time, money and volunteers, this assumption could have adversely influenced data sets. Different visitor demographics may have been found at sites with much lower visitor numbers or where there was greater access for larger tour buses.

The study gathered 1,827 valid questionnaires across all five World Heritage Areas on a monthly basis over a four month period between 1 April and 31 July 2008. The study was timed to collect data during Australian school holidays and other peak holiday periods as well as quiet periods at each site. However, the limited time frame may have affected the findings and restricted the applicability of the results if there were significant seasonal variations in visitation to any of these World Heritage sites.

The survey phase of the study relied on the use of volunteers to collect data for the Wet Tropics of Queensland and the Great Barrier Reef sites. Though the volunteers were well trained in survey techniques and both had previous experience, there is the possibility proper survey protocols were not always maintained; thus, potentially altering the results for these two sites.

Visitors on guided tours were generally not approached as tour groups were usually on tight schedules and often did not have enough time to complete a questionnaire. Additionally, couples with multiple small children were often not asked to complete a questionnaire, especially when they looked harassed or it was obvious both parents were busy keeping an eye on their wandering child. However, the researcher was surprised by how many busy parents were willing to complete a questionnaire when asked. Moreover, some survey days were weekdays when many area residents would have been at work; therefore, there may have been a bias against capturing resident data in the survey design at some sites.

The overall response rate was approximately 37%. The exact response rate could not be determined as the nature of the visitor flow at high volume sites meant that frequently the surveyor was speaking to varying groups of people at one time accumulating at the trail entrance while others slid by, unapproached. After potential survey participants completed their recreational activity, a percentage of those visitors would then approach the surveyor and self-select to complete a questionnaire. That being said, the highest overall response rate was at the Riversleigh location where visitor numbers were low and the investigator was able to approach each visitor, increasing the response rate. The lowest response rate was at the Fraser Island locations where many of the younger visitors chose not to complete a questionnaire.

Additionally low visitor numbers were encountered on Green Island and the Wet Tropics during several survey days due to extremely poor weather conditions; thus, the total number of questionnaires collected was lower than anticipated at these sites. Furthermore, while surveying at Riversleigh D Site, the investigator noted the actual number of on-site visitors were significantly lower than previously published figures. The investigator had to adjust the number of questionnaires to be collected at that site to a significantly lower than previously anticipated total.

The survey only targeted English speakers and readers; thus, some international visitors were not included in the data. Some respondents no doubt guessed at some questions, even when reminded not to within the question. The survey was two pages front and back in length and a few visitors commented on its length so survey fatigue may have been a factor. All surveys are affected to some degree by social desirability bias. Finally, the data provides an information snapshot and is not a longitudinal study; thus, some care should be taken if results are to be generalised.

3.6.5 Methods of analysis

Data was entered into a SPSS statistical package, version 15.0. Methods of analyses were primarily descriptive statistics. As most of the data collected was categorical in nature and not continuous data sets; Chi-square tests were the appropriate analyses to explore relationships within the data. ANOVAs were used where applicable for the single continuous data set. Analyses were then reviewed by a contracted James Cook University statistician for appropriateness and accuracy.

3.7 Triangulation of Approaches

In social research, triangulation is the use of more than one kind of measure or data collection technique to examine the same variable (Neuman, 1997; Oppermann, 2000; Jennings, 2001). The primary reason for triangulation, according to Oppermann (2000) is the acknowledgement that investigator survey bias or different biases in the data sets can be introduced when using only one research method.

Oppermann (2000) identifies three sources of potential biases in any study, namely methodological/instrument bias, data bias and investigator bias. Denzin (1978) identifies four different approaches to triangulation to minimize these biases in a study: methodological triangulation, data triangulation, investigator triangulation and multiple triangulation. Methodological triangulation refers to investigators using more than one research method to collect data. Data triangulation involves the researcher drawing on different data sources during the research process to minimize the biases from any single source (Denzin, 1978). Investigator triangulation refers to using more than one investigator during a study to collect data, bring different perspectives to methodologies, or reflect on findings. Multiple triangulation involves the researcher using more than one triangulation method to analyse any given data set (Denzin, 1978).

Thus, triangulation using a multiple methods approach reduces the chances that research flaws have biased the results (Oppermann, 2000; Bryman, 2001; Jennings, 2001) of a study and allows an investigator to be more confident about their results (Oppermann, 2000). However, as Oppermann (2000, p. 145) observes, "a note of caution is required. Multi-method approaches, especially where it involves multiple qualitative methods, may be difficult to replicate."

Interestingly, there are two different viewpoints concerning the use of mixed methods. Supporters argue that the purpose of a mixed methods approach is to overcome potential bias and increase validity by using various methods to investigate the object of interest (Oppermann, 2000). Triangulation allows mixed methods research results associated with one research strategy to be cross-checked against the results associated with using a different research strategy (Bryman, 2001). Putnam (2000, p. 415) epitomizes those supporting triangulation methodology with the statement, "No single source of data is flawless, but the more numerous and diverse the sources, the less likely that they could all be influenced by the same flaw." In contrast, non-supporters of a mixed methodological approach argue that qualitative and quantitative research is based upon differing ontological and epistemological viewpoints that contradict each other (Bryman, 2001; Jennings, 2001). For example, some qualitative researchers choose not to triangulate because they do not believe there is a single reality that can be triangulated (Tashakkori & Teddlie, 1998). The investigator takes the view that quantitative and qualitative approaches to research are compatible with each other and a mixed methods approach is realistic and preferred. The mixed methods chosen provide an overall perspective on the role of the World Heritage brand in attracting visitors to World Heritage listed properties in Queensland, Australia.

3.8   Summary

Chapter Three outlined the philosophical underpinnings of this study and provided a detailed discussion of the methods employed. The positivist paradigm was identified as the world view held by the investigator. The research used a mixed methods approach, incorporating both qualitative (focus groups, semi-structured interviews and on-site signage and visitor observations) and quantitative research methods (on-site self-administered visitor questionnaire) to triangulate data in order to minimize errors in the study results. Each research method was explained and justified and the study's

limitations outlined. The questionnaire was twice piloted and refined before being implemented in the field. The study was conducted across all five World Heritage Areas on a monthly basis for a four month period between 1 April 2008 and 31 July 2008. A total of 1827 valid questionnaires were collected within the Australian Fossil Mammal Sites (Riversleigh), Fraser Island, the Gondwana Rainforests of Australia, the Great Barrier Reef and the Wet Tropics of Queensland. The considerable field logistics were dealt with over the course of the study. Data collected was entered into an SPSS statistical package. Descriptive statistics, graphical analyses, Chi-square and ANOVAs were used as appropriate. Research findings are discussed in Chapters Four, Five and Six.

Chapter 4. Visitor sociodemographic findings

Chapter Four Overview

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4.1   Introduction to the Results Chapters

This study investigates the role of the World Heritage brand in attracting visitors to World Heritage Areas in Queensland, Australia. Chapters Four, Five, and Six present this study's findings. Chapter Four discusses the visitor sociodemographic findings of the 1827 respondents surveyed. Chapter Five reports the findings on visitor awareness and knowledge of the World Heritage brand name, emblem and the specific name of the World Heritage Area being visited. It also discusses the investigator's on-site observations. Chapter Six discusses the influence of the World Heritage brand in a visitor's decision to visit as well as those who 'collect' World Heritage properties.

All chapters contain tables, graphs and figures; thus, understanding the nomenclature used is important. 'WH' stands for World Heritage. The percent sign, '%', used in a table stands for 'valid percent' based on the number of respondents who actually answered the particular question as opposed to the total number of respondents who returned a valid questionnaire. The letter 'n' represents the number of total respondents. The letter 'F' stands for frequency, the actual number of respondents for that category. The letter '*x*' stands for 'times.' The word 'missing' refers to questionnaires where the respondent failed to answer that specific question.

4.2 Introduction to Chapter Four

Chapter Four begins by describing the survey response for this study and moves on to provide a profile of the visitor sociodemographic items compiled from the questionnaire data. Under each item heading, the aggregated data of all five World Heritage Areas is presented first. The data is then highlighted by individual World Heritage Area. At least one table or graph is provided for each characteristic described. The sociodemographics detailed are gender, age, Australian state of origin, country of residence, number of visits, mode of transport to site, self-rated level of domestic and international travel experience, travel party size and composition, education level, occupation and if the respondent visited the Park's official web site.

4.3 Survey Response

Approximately 5,500 visitors were approached to participate in the quantitative part of the study across all five World Heritage Areas in Queensland. The exact number could not be determined as explained in Chapter Three. A total of 1860 visitor questionnaires were collected; however, 33 were discarded as being either less than half completed or because the respondents had obviously not taken the survey seriously. For example, inebriated visitors on Fraser Island in the younger age demographics were sometimes hard to distinguish from those who were simply rambunctious or joyful tourists out to have a good time. Occasionally, the researcher failed to 'see the signs' and would hand a questionnaire to an agreeable visitor who was later determined to be intoxicated. However, this situation was unique to Fraser Island. Sixteen questionnaires were discarded from the Fraser sample, five from the Gondwana sites, five from the Great Barrier Reef and six from Wet Tropics participants. No questionnaires were discarded from those collected in the Australian Fossil Mammal Sites (Riversleigh). One thousand eight hundred and twenty seven (1827) valid questionnaires were collected across all five World Heritage Areas in Queensland. Table 4.1 shows the breakdown in the number of questionnaires collected.

Table 4.1 Study locations in Queensland and the number of valid questionnaires collected between 1 April and 31 July 2008

Study sites	Number of questionnaires collected
Australian Fossil Mammal Sites (Riversleigh)	171
Fraser Island	466
Great Barrier Reef	312
Gondwana Rainforests of Australia	599
Wet Tropics of Queensland	279
Total	1827

The overall response rate for the study was estimated to be approximately 37%. This response rate was lowered by the Fraser Island component of the study. The total percentage of those asked to participate but who declined could not be accurately gauged as frequently the surveyor was talking to small groups going in to the site who then self-selected to participate upon exiting. The Lake McKenzie site on Fraser Island was the most heavily used visitor site of all the study locations. During peak times, groups of up to nine visitors (the number of people who fit into a large 4-wheel drive hire vehicle) were approached at the Lake McKenzie trail entrance or parking lot and invited to complete a questionnaire when they finished their time at the lake and were returning to their vehicles. Many of those in the younger demographic groups self-selected not to participate in the study. However, main reasons for non-participation across all the study sites included the failure to bring their glasses; they did not wish to participate; that they were part of a tour group and did not have the time.

Another survey response consideration concerned Australian Fossil Mammal Sites (Riversleigh). Previously published visitor figures reported annual visitor numbers at Riversleigh to be 10,000 (DEWHA, 2002) and 22,000 (Wet Tropics Management Authority, [WTMA], n.d.). However, the investigator found visitor numbers to be substantially lower than previously published figures. King and Bourne (2009) later concluded that only 3,000 to 5,000 people visited the World Heritage area in 2008. Thus, the survey response for the Riversleigh site was substantially lower than initially anticipated. Finally, poor weather conditions at both the Green Island site within the Great Barrier Reef and Mossman Gorge within the Wet Tropics of Queensland significantly limited the total survey response at both of these sites.

For succinctness, the following abbreviated version of the full names of Queensland's World Heritage areas will be used for the remainder of Chapter Four and also in Chapters Five and Six. The Australian Fossil Mammal Sites (Riversleigh) D Site will be referred to in the text simply as Riversleigh or with the initials 'R DS'. Fraser Island's name will remain the same or referred to with the initials 'FI'. The Great Barrier Reef's name will remain the same or the initials 'GBR' will be used. The Gondwana Rainforests of Australia will be referred to as the Gondwana Rainforests or the initials 'GRA', while the Wet Tropics of Queensland will be referred to as the Wet Tropics or with 'WT.' Table 4.2 presents the compilation of abbreviations for the names of the World Heritage Areas used in this dissertation.

Table 4.2 Abbreviated names of the World Heritage Areas used in this research

Full name	Abbreviated name	Initials
Australian Fossil Mammal Sites (Riversleigh)	Riversleigh	R DS
Fraser Island	Fraser Island	FI
Great Barrier Reef	Great Barrier Reef	GBR
Gondwana Rainforests of Australia	Gondwana Rainforests	GRA
Wet Tropics of Queensland	Wet Tropics	WT

4.4 Sociodemographic Characteristics of Surveyed Visitors

Section 4.4 reports the sociodemographic findings of the 1827 visitors who participated in this study. Each characteristic is presented first in aggregated form and then highlighted as appropriate by individual World Heritage Area.

4.4.1 Gender

During the four month study period in 2008, more females (52.7%) completed the questionnaire than males (47.3%). Figure 4.1 illustrates the proportion of male and female respondents who participated in this research.
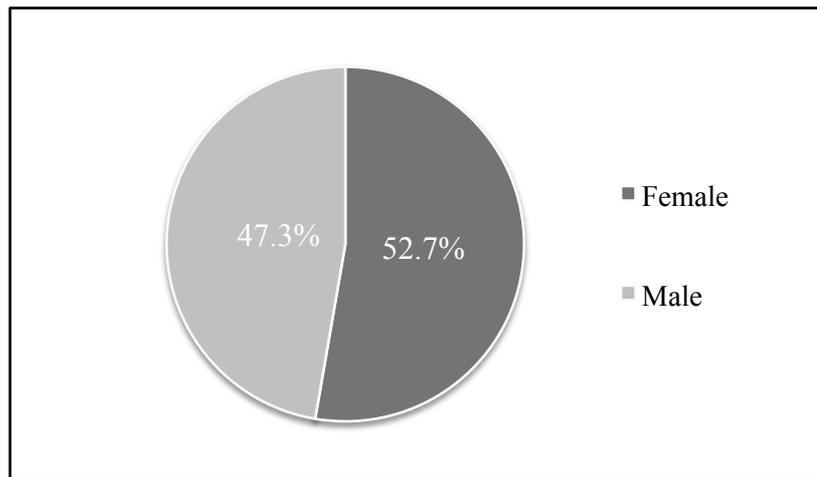
Figure 4.1 Proportion of respondents by gender

These numbers are skewed slightly towards female respondents as the on-site investigator observed that on occasion a male would pass the questionnaire over to his female companion to complete; or, the male would work with the female to complete the task, but the female actually filled in the questionnaire. This behavior was observed at every survey site. Table 4.3 shows the tabulated data regarding gender within and across World Heritage Areas during the study period.

Table 4.3 Gender of respondents

Variables	R DS		FI		GBR		GRA		WT		Cumulative	
	F	%	F	%	F	%	F	%	F	%	Total	%
Female	73	45.0	237	52.4	169	56.0	315	52.9	149	54.4	943	52.7
Male	94	55.0	215	47.6	133	44.0	280	47.1	125	45.6	847	47.3
n=	167	100	452	100	302	100	595	100	274	100	1790	100
Missing	4		14		10		4		5		37	
Total	171		466		312		599		279		1827	

When analysing the collected data, it was not surprising to find that more males (55%) than females (45%) completed the questionnaire at the Riversleigh site compared with other survey locations. Riversleigh is located in far northwest Queensland's outback on dusty, rough roads, long distances from any town. It is not unreasonable to assume that more men were travelling through the remote area than females. For the other four World Heritage Areas, Table 4.3 shows more females completed the questionnaire than males.

4.4.2   Age

In accordance with the James Cook University ethics requirements, respondents had to be at least 16 years of age to participate in this survey. Table 4.4 shows the tabulated data for the age groups of respondents. Those under the age of 16 were counted as children and included in the tabulations in Section 4.4.9. The largest sub-group of respondents across all Queensland study sites were those in the 20 to 29 age group, representing 507 respondents or 28.5% of the total number of those surveyed. This demographic was heavily skewed by the Fraser Island data, as over 63% of those surveyed at that particular location were in the 20 to 29 age bracket. The second largest sub-group in the study overall were those 50 to 59 years of age or 17% of the total. The remaining respondents consisted of those between the ages of 30 to 39 (16.5%), 40 to 49 (13.9%), 60 to 69 (12.8%), 16 to 19 (6.5%) and 80 to 89 (0.9%).

Table 4.4 Age groups of respondents

Variables	R DS		FI		GBR		GRA		WT		Cumulative	
	F	%	F	%	F	%	F	%	F	%	Total	%
16-19	1	0.6	70	15.6	19	6.4	18	3.1	8	2.9	116	6.5
20-29	7	4.2	283	63.2	51	17.1	85	14.5	81	29.7	507	28.6
30-39	19	11.4	37	8.3	66	22.1	104	17.7	66	24.2	292	16.5
40-49	20	12.0	25	5.6	46	15.4	126	21.4	30	11.0	247	13.9
50-59	38	22.8	14	3.1	49	16.4	155	26.4	46	16.8	302	17.0
60-69	55	32.9	12	2.7	44	14.7	80	13.6	36	13.2	227	12.8
70-79	22	13.2	5	1.1	20	6.7	17	2.9	4	1.5	68	3.8
80-89	5	3.0	2	0.4	4	1.3	3	0.5	2	0.7	16	0.9
n=	167	100	448	100	299	100	588	100	273	100	1775	100
Missing	4		18		13		11		6		52	
Total	171		466		312		599		279		1827	

Reviewing the visitor age demographics by World Heritage Area, it was found that each possessed its own unique visitor age demographic 'set.' For example, 120 of the 167 Riversleigh respondents were 50 years of age or older, equaling 71.9% of total respondents. Those between 16 and 49 contained only 47 individuals or 28.1% of the total sample. The single largest age group in the Riversleigh sample was the 60 to 69 age bracket comprising 32.2% of the total. The age profile found at Riversleigh was unique across all of Queensland's World Heritage Areas.

The Fraser Island data revealed that 92% of respondents were in the 16 to 49 age group and only 7.4% were between the ages of 50 to 89. The largest demographic were those

in the 20 to 29 age group comprising 63.2% of the total number of respondents. Notably, Fraser Island had the highest percentage of respondents in the 16 to 19 and 20 to 29 age groups. This youth demographic (78.8%) was by far the largest of any of the study locations.

The Great Barrier Reef respondents consisted of 39.1% between the ages of 50 to 89 and 60.9% between the ages of 16 to 49. The largest age groups represented in the Great Barrier Reef data were those 30 to 39 (22.1%) followed by those 20 to 29 years of age (17.1%). The Great Barrier Reef age profile was similar to that of the Wet Tropics, with most visitors between 20 to 39 years old.

Within the Gondwana Rainforests, 43.4% of respondents were between the ages of 50 to 89 while 56.6% of those surveyed were between the ages of 16 to 49. The largest age group within the Gondwana Rainforests were those 50 to 59 (26.4%) followed closely by those aged 40 to 49 (21.4%). With the largest age group of respondents being those between the ages of 40 to 59, the Gondwana Rainforests age profile was distinctive when compared to Queensland's other World Heritage Areas. Figure 4.2 shows a bar graph of the age groups of respondents within each World Heritage Area.
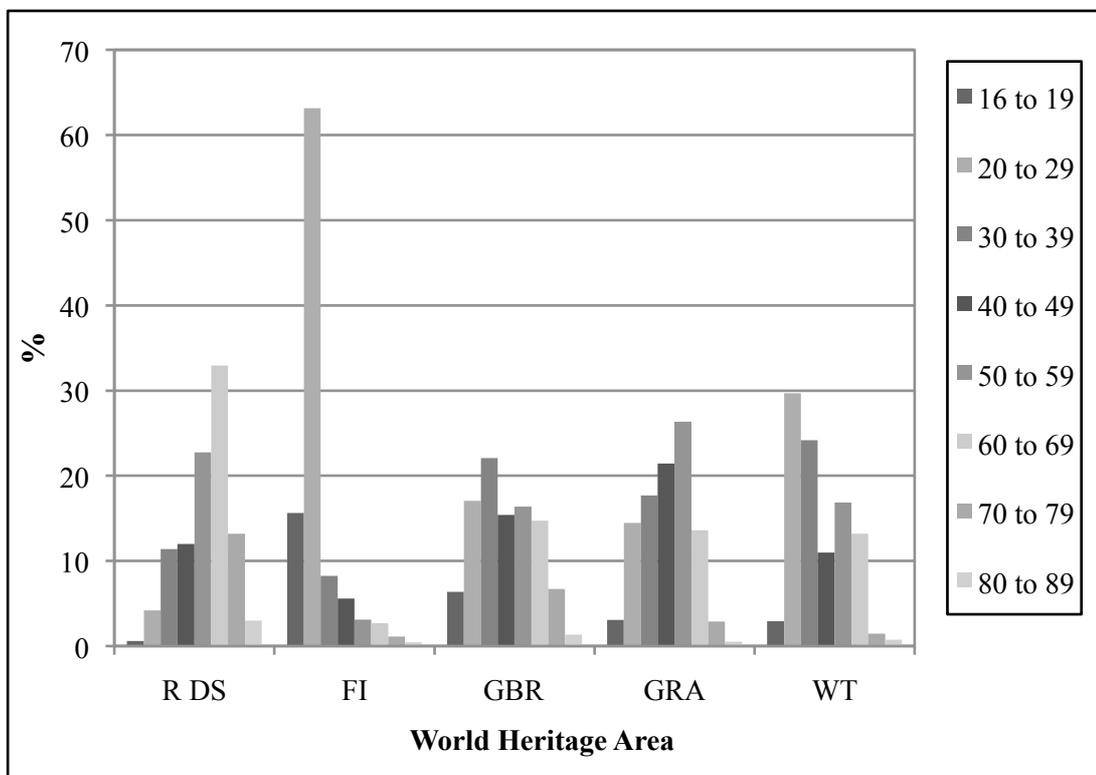
Figure 4.2 Age groups of respondents for each Queensland World Heritage Area*
*Data is presented left to right by increasing age bracket

A total of 279 questionnaires were collected on-site in the Mossman Gorge Section of Daintree National Park within the Wet Tropics. The age data showed 32.2% of those surveyed were in the 50 to 89 age bracket while 67.8% were in the 16 to 49 age bracket. The largest age demographic in the Wet Tropics was the 20 to 29 age group (29.7%) followed closely by those in the 30 to 39 (24.2%) age bracket.

4.4.3   Country of residence

Respondents were asked to identify where they lived by ticking a box beside the words 'Australia' or 'Overseas'. Cumulatively, the data indicated that 1213 respondents (67.7%) were domestic visitors while 580 (32.3%) were from overseas. Table 4.5 shows the total number of domestic and overseas respondents within and across Queensland's World Heritage Areas during the study period.

Table 4.5 Total number of domestic and international respondents across World Heritage Areas during the 2008 study period

Variables	R DS	FI	GBR	GRA	WT	Total	%
Domestic visitors	163	112	223	532	183	1213	67.7
Overseas visitors	7	341	78	63	91	580	32.3
n=	170	453	301	595	274	1793	100.0
Missing	1	13	11	4	5	34	
Total	171	466	312	599	279	1827	

An analysis of the findings by individual World Heritage Area showed 95.8% of Riversleigh respondents were domestic tourists. This figure represented the highest percentage of domestic respondents within any Queensland World Heritage Area. The Fraser Island part of the study found three of four respondents (75.3%) were from overseas. This figure represented the highest percentage of international respondents among any of Queensland's World Heritage Areas. Of the respondents at the Great Barrier Reef site, 74.1% were from Australia while 25.9% were from overseas. The Gondwana Rainforests data found nearly nine out of ten (89.4%) of respondents were domestic visitors. The Wet Tropics data showed 66.8% of respondents were domestic while only 33.2% were from overseas. Figure 4.3 shows the percentages of domestic and overseas visitors within each of Queensland's World Heritage areas in 2008.
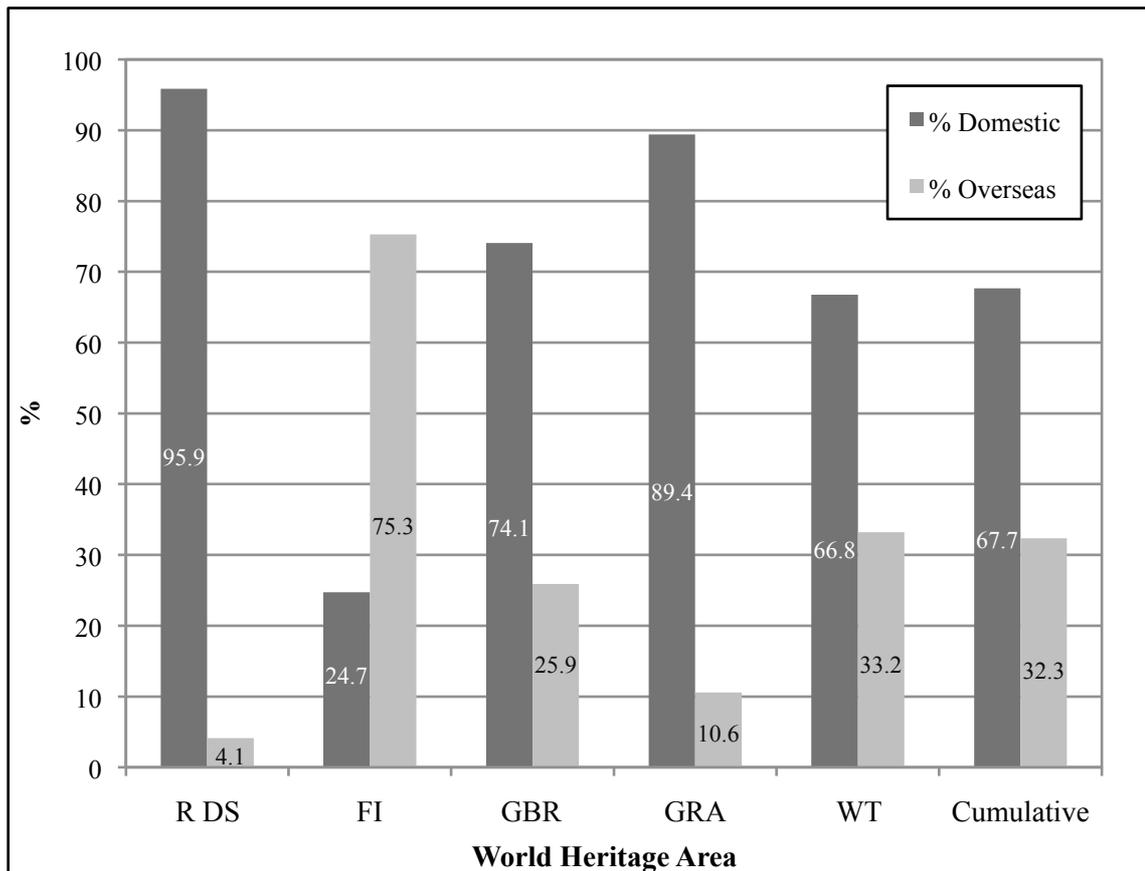
Figure 4.3 Percentage of domestic and overseas respondents within each Queensland World Heritage Area during the 2008 study period

4.4.3.1   Domestic respondents

If a respondent ticked the 'Australia' box, they were then requested to place their post-code in the blank space provided. Findings based on post-codes are included in Table 4.6. A total of 67.7 % of respondents were domestic visitors. Not surprisingly, the aggregated data found the majority of Australian visitors to Queensland's World Heritage Areas were from that state with 51.8% of the total, followed by those from New South Wales (23.4%) and Victoria with 14.6%. Figure 4.4 shows the percent of domestic respondents based on post-code.

Table 4.6 Percent of domestic respondents by state of residence based on post-code

Variables	R DS F	R DS %	FI F	FI %	GBR F	GBR %	GRA F	GRA %	WT F	WT %	Cumulative Total	Cumulative %
ACT	5	3.4	0	0	0	0	2	0.4	0	0	7	0.7
NSW	41	27.5	22	23.9	63	33.9	69	15.1	47	29.4	242	23.2
NT	3	2.0	0	0	0	0	0	0	0	0	3	0.3
QLD	61	40.9	45	48.9	49	26.3	328	71.9	57	35.6	540	51.8
SA	5	3.4	0	0	8	4.3	12	2.6	15	9.4	40	3.8
TAS	2	1.3	3	3.3	2	1.1	11	2.4	3	1.9	21	2.0
VIC	26	17.5	18	19.6	46	24.7	27	5.9	35	21.9	152	14.6
WA	6	4.0	4	4.3	18	9.7	7	1.5	3	1.9	38	3.6
n=	149	100	92	100	186	100	456	100	160	100	1043	100
Domestic/No state marked	14		20		37		76		23		170	
Missing	1		13		11		4		5		34	
Internationals	7		341		78		63		91		580	
Total	171		466		312		599		279		1827	

Data from individual World Heritage Areas showed that of domestic respondents surveyed at Riversleigh, the majority were from Queensland (40.9%) and New South Wales (27.5%). A total of 95.8% of Riversleigh respondents were domestic visitors, the highest of any Queensland World Heritage Area.

Fraser Island data found that 48.9% of domestic respondents were from Queensland while 23.9% were from New South Wales (23.9%). A total of 24.1% of Fraser Island respondents were domestic visitors. This was the lowest percentage of domestic visitors of any World Heritage Area in Queensland.

Concerning the Great Barrier Reef study site, 33.9% of respondents were from New South Wales, 26.3% were from Queensland followed closely by those from Victoria (24.7%). A total of 74.0% of Great Barrier Reef respondents were domestic visitors.

The Gondwana Rainforests data indicated 71.9% of domestic visitors were from Queensland. This was the highest percentage of Queenslanders found within the five World Heritage Areas. The second largest group surveyed resided in New South Wales (15.1%). A total of 89.6% of Gondwana Rainforests respondents were domestic visitors.

The Wet Tropics data found over a third of domestic respondents were from Queensland (35.6%) and almost a third from New South Wales (29.4%). A total of 66.7% of Wet Tropics respondents were domestic visitors. Figure 4.4 shows a bar graph

indicating the state of origin for domestic respondents across all five of Queensland's World Heritage Areas.
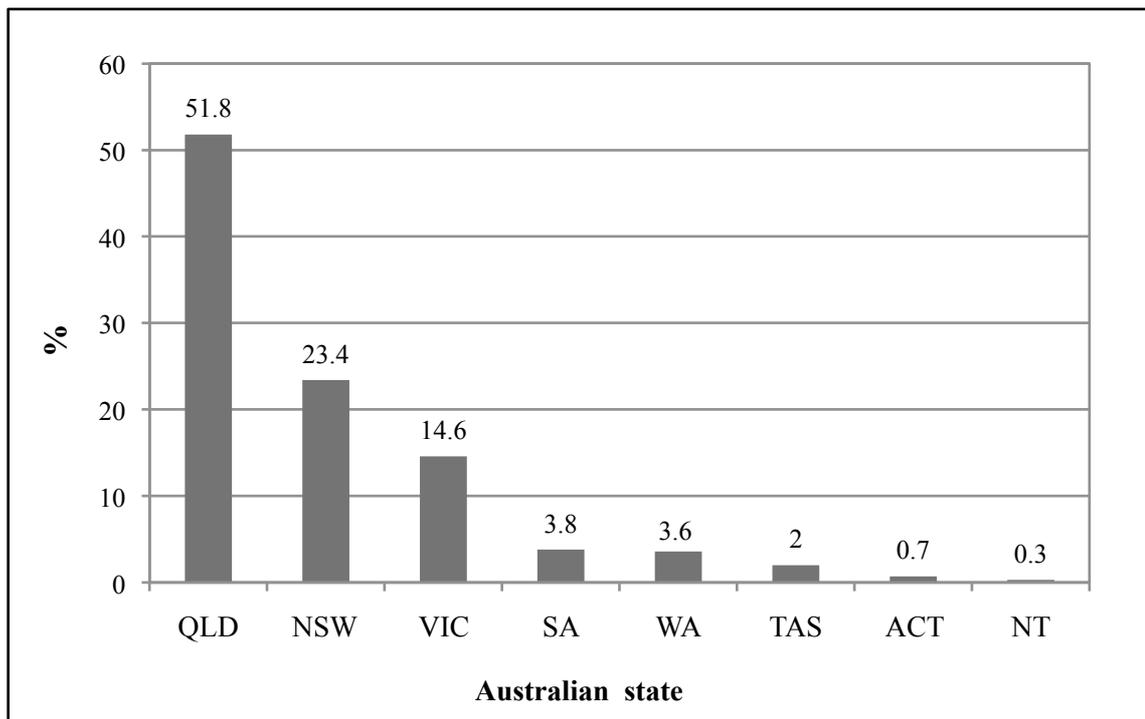
**Figure 4.4 State of origin for domestic respondents across all five
Queensland World Heritage Areas**

4.4.3.2   Overseas respondents

If the respondent ticked the 'Overseas' box, they were then asked to fill in a blank space with the name of their country. Table 4.7 shows the top eight countries of origin cumulatively across four Queensland World Heritage Areas and individually within each site. Riversleigh is not included in Table 4.7 as out of 171 respondents only seven (4.1%) were from overseas.

Visitors from the United Kingdom (UK) were the most common respondents (33.2%) across the four World Heritage Areas. Those from the United States (9.6%), Ireland (8.4%), Canada (7.7%) and Germany (7.7%) were found in roughly similar percentages. Visitors from New Zealand (4.5%), the Netherlands (4.2%) and France (3.3%) rounded out the top eight countries of origin. Visitors from the UK represented the highest percentage of visitors at Fraser Island (40.8%), the Gondwana Rainforests (17.5%) and the Wet Tropics (29.7%). Interestingly, this study found visitors from the United States

(20.5%) to be the largest overseas visitor demographic surveyed at the Great Barrier Reef location.

Table 4.7 Top eight countries of residence for international visitors

Variable	FI F	FI %	GBR F	GBR %	GRA F	GRA %	WT F	WT %	Cumulative Total	Cumulative %
UK	139	40.8	13	16.7	11	17.5	27	29.7	190	33.2
USA	17	5.0	16	20.5	6	9.5	16	17.6	55	9.6
Ireland	42	12.3	5	6.4	1	1.6	0	0	48	8.4
Canada	24	7.0	5	6.4	7	11.1	8	8.8	44	7.7
Germany	27	7.9	2	2.6	8	12.7	7	7.7	44	7.7
New Zealand	7	2.1	4	5.1	9	14.3	6	6.6	26	4.5
Netherlands	13	3.8	1	1.3	5	7.9	5	5.5	24	4.2
France	13	3.8	2	2.6	2	3.2	2	2.2	19	3.3
Other	59	17.3	30	38.5	14	22.2	20	22.0	123	21.5
n=	341	100	78	100	63	100	91	100	573	100
Missing	13		11		4		5		33	
Domestics	112		223		532		183		1050	
Total	466		312		599		279		1656	

On a site-by-site basis, Fraser Island not only had the most international visitors of any of Queensland's World Heritage sites, but also had the most from the UK, with 40.8% of the total followed distantly by Ireland with 12.3%. The Great Barrier Reef had roughly similar numbers for UK and American visitors with 16.7% and 20.5% respectively. The highest percentage of international visitors found in the Gondwana Rainforests were those from the UK with 17.5%. Interestingly, the Gondwana Rainforests also had the highest percent of respondents from Canada (11.1%), Germany (12.7%), New Zealand (14.3%) and the Netherlands (7.9%). The top two countries found visiting the Wet Tropics during the study period were those from the UK (29.7%) and the USA (17.6%).

4.4.4   Number of visits

Across all World Heritage Areas, the majority of respondents (64.9%) were first time visitors. Only 19.1% of visitors had experienced the World Heritage Area they were in two or three times and only 4.0% had visited four or five times. Nearly 6% (5.5%) had visited the World Heritage site more than five times. Only 6.4% of respondents were locals and visited often. Table 4.8 shows the number of times respondents have visited a specific World Heritage Area in Queensland.

Table 4.8 Number of times respondent had visited the specific World Heritage Area

No. of visits	R DS		FI		GBR		GRA		WT		Cumulative	
	F	%	F	%	F	%	F	%	F	%	Total	%
First time	155	91.2	394	85.1	217	69.8	225	37.7	190	68.3	1181	64.9
2-3 times	14	8.2	50	10.8	83	26.7	135	22.6	66	23.7	348	19.1
4-5 times	0	0	6	1.3	9	2.9	49	8.2	9.0	3.2	73	4.0
> 5 times	1	0.6	7	1.5	1	0.3	86	14.4	5.0	1.8	100	5.5
Local & visit often	0	0	6	1.3	1	0.3	102	17.1	8.0	2.9	117	6.4
n=	170	100	463	100	311	100	597	100	278	100	1819	100
Missing	1		3		1		2		1		8	
Total	171		466		312		599		279		1827	

Site-by-site data showed Riversleigh had the highest percentage of first time visitors (91.2%) across all World Heritage Areas in the study. Riversleigh also had the lowest percentage of repeat visitors (8.8%). Fraser Island had the second highest percent of first time visitors (85.1%) and the second lowest percent of repeat visitors with 14.9%.

For the Great Barrier Reef, 69.8% of visitors were first-timers while 26.7% had visited two or three times. However, the number of visits dropped sharply afterwards with only 2.9% of visitors stating they had visited four or five times and only 0.3 % saying they visited more than 5 times, the same percentage of locals who said they visited often.

The Gondwana Rainforests were unique as the location had significantly more repeat visitors (68.3%) compared to first time visitors (37.7%). Visitors who were on their second or third visit represented 22.6% of total followed by those 8.2% who had visited four or five times. The number of visits jumped upward with 14.4% of respondents saying they had visited the Gondwana Rainforests more than five times. Over 17 percent (17.1%) of visitors stated they were locals and visited often. This figure also represented the highest number of locals captured in the survey within any World Heritage area.

Overall, the Wet Tropics data were very similar to the data collected at the Great Barrier Reef site, with 68.1% being first time visitors, 23.7% having visited two or three times, 3.2% having visited four or five times. Slightly more visitors (1.8%) visited the Wet Tropics more than five times and 0.4% of visitors stated they were locals and travelled to the site often. Figure 4.5 shows the percentage of first time visitors compared to those who had visited more than once.
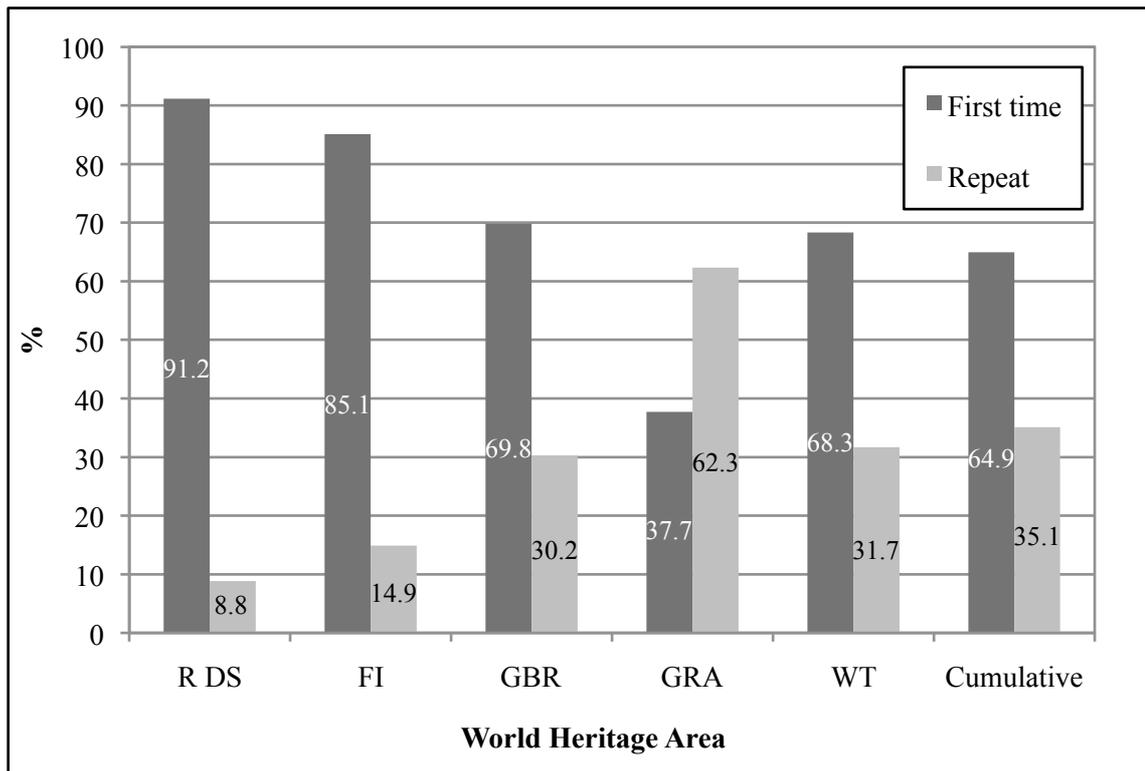
**Figure 4.5 First time visitors compared with repeat visitors across all
Queensland World Heritage Areas**

4.4.5   Mode of transport

Over 53.7% of respondents across all study sites travelled to their respective locations using their own vehicles. Those who hired a car represented 32.4% of the sample, while only 10.4% arrived as part of a commercial tour. Exactly 3.6% arrived using another form of transport. Table 4.9 and Figure 4.6 show the modes of transport to the World Heritage Area being visited. The Great Barrier Reef study site was excluded from Table 4.9 as all respondents at that site arrived by boat.

Table 4.9 Mode of transport to site*

Variables	R DS		FI		GRA		WT		Cumulative	
	F	%	F	%	F	%	F	%	Total	%
Own vehicle	121	70.8	87	19.2	484	82.0	106	38.7	798	53.7
Hire/rental car	3	1.8	260	57.5	72	12.2	147	53.6	482	32.4
Commercial tour	46	26.9	90	19.9	6	1.0	12	4.4	154	10.4
Other	1	0.6	15	3.3	28	4.8	9	3.3	53	3.6
n=	171	100	452	100	590	100	274	100	1487	100
Missing	0		14		9		5		28	
Total	171		466		599		279		1515	

*
As all Green Island respondents arrived on site via boat their responses are not included

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Data by World Heritage Area showed, not unexpectedly, that 70.8% of Riversleigh respondents drove their own vehicles to D Site. As Riversleigh is in the heart of Queensland's outback it would be expected that most visitors would use their own vehicles or be part of a commercial tour.

Over half of Fraser Island respondents (57.5%) hired 4-wheel drive vehicles to access Fraser Island. Nearly equal numbers of respondents either drove their own vehicles to Fraser Island (19.2%) or were part of a commercial tour (19.9%).

Data from the Gondwana Rainforests found that most respondents (82%) drove their own vehicles to the study sites. This figure is not surprising as the two research localities, Lamington and Springbrook National Parks, are only one and a half hour's drive from Queensland's capital, Brisbane, and are favourite locations among the state's southeastern residents. Only 12.2% of respondents hired a car to travel to the Gondwana Rainforest study sites. The low percentage of respondents associated with a tour (1.0%) is not unexpected as the road to the Lamington study site is quite narrow and twisty making it difficult for large tour buses to access.

The Wet Tropics data revealed that the majority of respondents (53.6%) arrived in a hire car while 38.7% drove their own vehicles. Only 4.4% of respondents were part of a commercial tour.
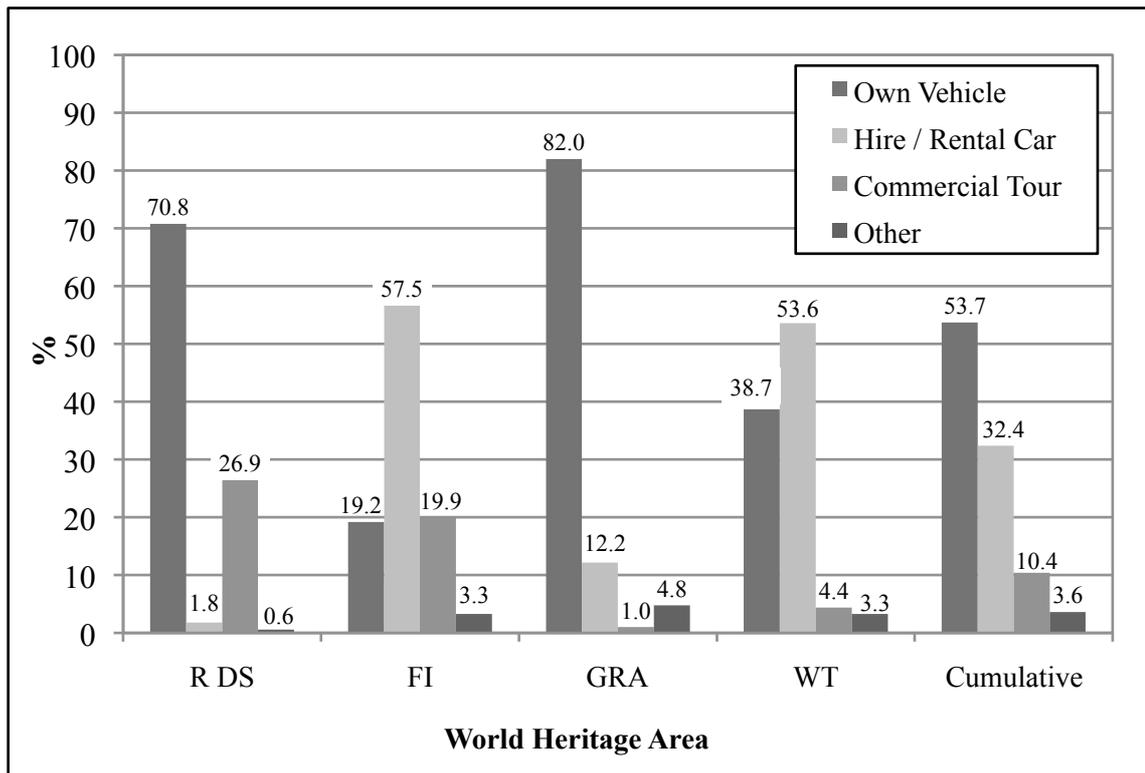
Figure 4.6 The most common modes of transport to each World Heritage Area

4.4.6 Self-rated level of domestic and international travel experience

The following section discusses the responses to two questions. The first question was "Do you consider yourself an experienced/inexperienced **domestic** traveller." The second question was "Do you consider yourself an experienced/inexperienced **international** traveller". The respondent was asked to circle one of the two responses for each question.

4.4.6.1 Domestic travel experience

Across all five World Heritage Areas the majority of respondents (66.2%) rated themselves as experienced domestic travellers. Only 33.8% considered themselves as inexperienced domestic travellers. Table 4.10 and Figure 4.7 show a respondent's self-rated level of domestic travel experience.

Table 4.10 Respondent self-rated level of domestic travel experience

Variables	R DS		FI		GBR		GR		WT		Cumulative	
	F	%	F	%	F	%	F	%	F	%	Total	%
Inexperienced traveller	23	13.8	219	52.0	100	34.8	143	24.7	94	36.0	579	33.8
Experienced traveller	144	86.2	202	48.0	187	65.2	435	75.3	167	64.0	1135	66.2
n=	167	100	421	100	287	100	578	100	261	100	1714	
Missing	4		45		25		21		18		113	
Total	171		466		312		599		279		1827	

This question provided some interesting comparisons between sites. Riversleigh had the highest percentage of those who self-rated themselves as experienced domestic travellers (86.2%) followed by those in the Gondwana Rainforests (75.3%). Both the Great Barrier Reef and the Wet Tropics had approximately equal numbers of those with domestic travel experience, with 65.2% and 64% respectively. Fraser Island respondents had the lowest level of self-rated domestic travel experience with only 48% of respondents saying that they were experienced travellers in Australia.
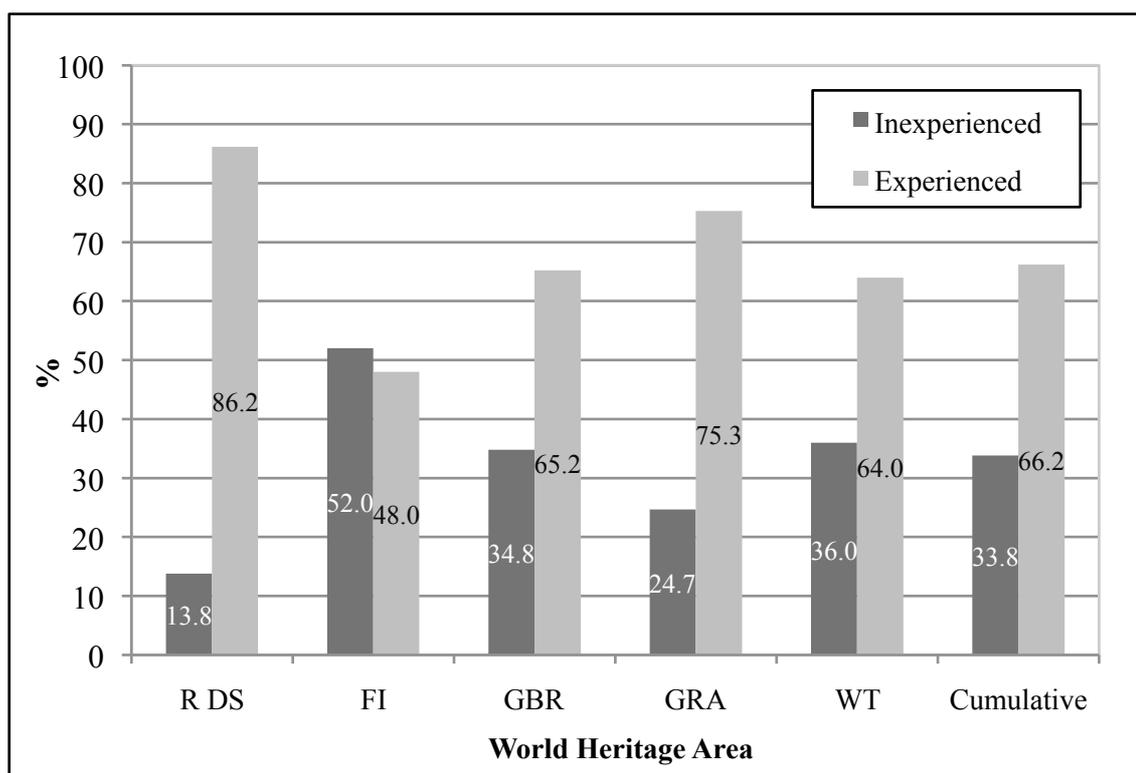
Figure 4.7 Respondent self-rated level of domestic travel experience

4.4.6.2 International travel experience

Concerning the self-rated level of international or overseas travel by respondents across all five World Heritage Areas, 65.3% rated themselves as experienced overseas travellers while 34.7% rated themselves as inexperienced travellers. Table 4.11 shows the tabulated data for the self-rated level of international travel experience by respondents.

Table 4.11 Respondent self-rated level of international travel experience

Variable	R DS		FI		GBR		GRA		WT		Cumulative	
	F	%	F	%	F	%	F	%	F	%	Total	%
Inexperienced	60	35.9	147	33.3	123	42.3	208	35.8	71	26.1	609	34.7
Experienced	107	64.1	295	66.7	168	57.7	373	64.2	201	73.9	1144	65.3
n=	167	100	442	100	291	100	581	100	272	100	1753	100
Missing	4		24		21		18		7		74	
Total	171		466		312		599		279		1827	

The Wet Tropics had the highest percentage of respondents (73.9%) who rated themselves as experienced international travellers followed closely by Fraser Island respondents (66.7%). Both the Riversleigh and the Gondwana Rainforests of Australia respondents self-rated nearly identically with 64.1% and 64.2% respectively. Those respondents visiting the Great Barrier Reef self-rated with the lowest level of international travel experience (57.7%). Figure 4.8 is a bar graph illustrating the respondent's level of self-rated international travel experience.
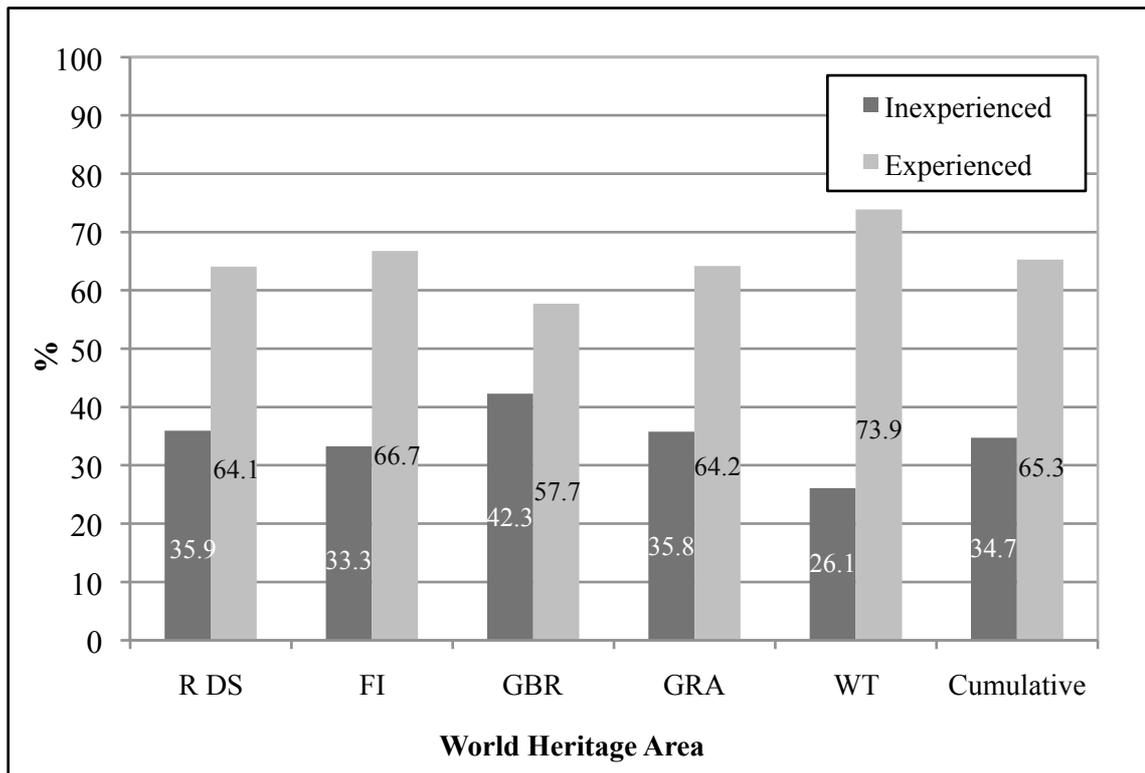
Figure 4.8 Respondent self-rated level of international travel experience

4.4.7   Composition of travel party

Reviewing the data cumulatively across all five World Heritage Areas, the two most common travel party groups were 'couples' (32.5%) and 'friends' (29.8%) followed distantly by 'families with children' (13.5%) and 'tour group' members (11.1%). Table 4.12 presents the data for the composition of travel party groups.

Table 4.12 Composition of travel party

	R DS		FI		GBR		GRA		WT		Cumulative	
Variable	**F**	**%**	**F**	**%**	**F**	**%**	**F**	**%**	**F**	**%**	**Total**	**%**
Alone	8	4.7	19	4.2	13	4.4	25	4.3	12	4.4	77	4.3
Friends	40	23.5	174	38.8	45	15.2	202	34.4	68	24.9	529	29.8
Couple	68	40.0	70	15.6	122	41.1	185	31.5	133	48.7	578	32.5
Family w/ children	16	9.4	22	4.9	77	25.9	101	17.2	24	8.8	240	13.5
Tour group	29	17.1	138	30.8	19	6.4	7	1.2	5	1.8	198	11.1
Relatives	7	4.1	15	3.3	15	5.1	40	6.8	26	9.5	103	5.8
Other	2	1.2	10	2.2	6	2.0	28	4.8	5	1.9	51	2.9
n=	170	100	448	100	297	100	588	100	272	100	1776	100
Missing	1		18		15		11		6		51	
Total	171		466		312		599		279		1827	

Data by World Heritage Area shows Riversleigh respondents primarily travelled as 'couples' (40%) or with 'friends' (23.5%). The majority of visitors to Fraser Island either travelled with 'friends' (38.8%) or with a 'tour group' (30.1%). Uniquely, Fraser Island has significant numbers of backpackers, hiring large 4-wheel drive vehicles with several others to save costs, and camping together for three to four days on-island. Thus, this finding was not surprising.

The Great Barrier Reef data showed the majority of respondents travelled as a 'couple' (41.1%) or as a 'family with children' (29.1%). The 'family with children' demographic at the Great Barrier Reef was also a unique demographic compared to the rest of the World Heritage sites as no other World Heritage Area had so many families visiting.

For the Gondwana Rainforests, the most common composition of a travel party was those who came to the World Heritage Area with 'friends' (34.4%), followed closely by those who came as a 'couple' (31.5%).

Wet Tropics findings were similar to those of the Gondwana Rainforests. The Wet Tropics data revealed the majority of respondents travelled as 'couples' (48.7%) distantly followed by those who arrived on-site with 'friends' (24.9%).

4.4.8   Number of adults in travel party

Across Queensland's World Heritage Areas, the most common number of adults in a travel party was two (49.2%). Travel parties of four (11.1%) were a distant second followed by groups of three (9.7%) and those travelling solo (6.3%). Table 4.13 shows the number of adults in a travel party.

Table 4.13 Number of adults in travel party

No. of Adults	R DS		FI		GBR		GRA		WT		Cumulative	
	F	%	F	%	F	%	F	%	F	%	Total	%
1	12	7.7	18	4.4	16	5.8	56	9.8	10	3.7	112	6.3
2	82	52.9	100	24.4	170	61.4	274	47.8	160	59.7	786	49.2
3	5	3.2	31	7.6	32	11.6	55	9.6	40	14.9	163	9.7
4	26	16.8	19	4.6	25	9.0	86	15.0	30	11.2	186	11.1
5	0	0	17	4.1	10	3.6	35	6.1	9	3.4	71	4.2
6	2	1.3	21	5.1	4	1.4	14	2.4	2	0.7	43	2.6
7	0	0	11	2.7	2	0.7	11	1.9	7	2.6	31	1.8
8	0	0	20	4.9	1	0.4	8	1.4	0	0.0	29	0.6
9	2	1.3	50	12.2	2	0.7	6	1.0	0	0.0	60	3.6
10	5	3.2	50	12.2	0	0.0	3	0.5	0	0.0	58	3.4
11	3	1.9	45	11.0	0	0.0	2	0.3	0	0.0	50	3.0
12	2	1.3	6	1.5	0	0.0	0	0	0	0.0	8	0.5
13	8	5.2	0	0.0	0	0.0	1	0.2	0	0.0	9	0.5
14	1	0.6	0	0.0	0	0.0	6	1.0	0	0.0	7	0.4
15	2	1.3	1	0.2	0	0.0	1	0.2	0	0.0	4	0.2
20	1	0.6	5	1.2	3	1.1	3	0.5	0	0.0	12	0.7
26	4	2.6	1	0.2	0	0	0	0	0	0.0	5	0.3
Other	0	0.0	15	3.7	13	4.7	12	2.1	10	3.7	50	3.0
n=	155	100	410	100	277	100	573	100	268	100	1683	100
Missing	16		56		35		26		11		144	
Total	171		466		599		312		279		1827	

Using a line graph, Figure 4.9 depicts the number of adults in a travel party across all study sites. The dominant number of adults in a travel party was two.
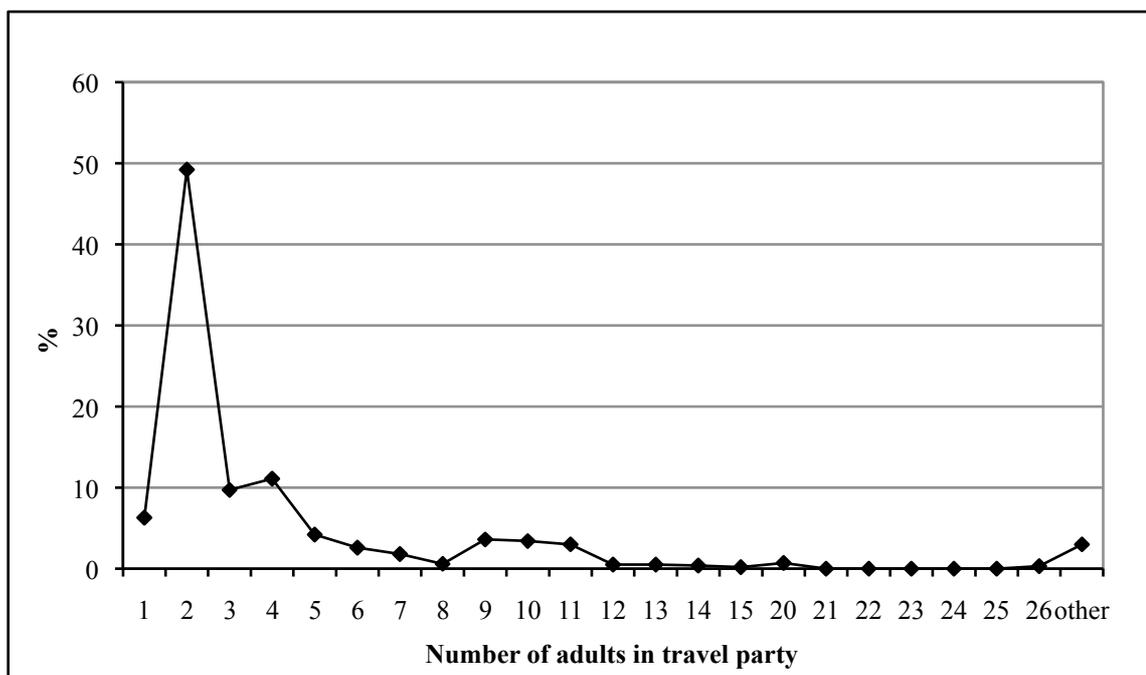
Figure 4.9 Number of adults in travel party across all study sites

Within individual World Heritage areas, pairs (52.9%) and groups of four (16.8%) were the most common travel party sizes at Riversleigh. Those who travelled solo were a distant third with 7.7%.

Fraser Island was unique among the World Heritage Areas for travel party sizes. While the most common group were pairs (24.4%) the second most frequent travel party size were those in the 4-wheel drive hire vehicles of 9 (12.2%), 10 (12.2%) followed by those travelling in groups of three (7.6%).

The dominant travel party size at the Great Barrier Reef site were travel parties of two (61.4%) followed by travel parties of three (11.6%). Third place were those traveling in groups of four (9.0%).

The Gondwana Rainforests attracted travel parties of two (47.8%) followed by groups of four (15.0%). Again, those travelling solo (9.8%) came in third place.

Groups of two were the prevalent travel party within the Wet Tropics (59.7%) followed by parties of three (14.9%). Those traveling in groups of four (11.2%) were the third most common travel party in the Wet Tropics.

4.4.9 Number of children in travel party

The majority of respondents travelled without children (85.1%). However, respondents who were travelling with children, most commonly travelled with two (6.0%). Those travelling with one child (5.3%) ranked second. Respondents traveling with three children (1.8%) ranked third. Table 4.14 reports the number of children in a travel party.

Table 4.14 Number of children in travel party

No. of children	R DS		FI		GBR		GRA		WT		Cumulative	
	F	%	F	%	F	%	F	%	F	%	Total	%
0	133	83.1	399	93.4	224	78.3	464	80.4	247	91.5	1467	85.1
1	8	5.0	11	2.6	24	8.4	35	6.1	13	4.8	91	5.3
2	9	5.6	12	2.8	25	8.7	51	8.8	7	2.6	104	6.0
3	7	4.4	3	0.7	5	1.7	15	2.6	1	0.4	31	1.8
4	3	1.9	1	0.2	3	1.0	8	1.4	1	0.4	16	0.9
5	0	0.0	0	0.0	1	0.3	1	0.2	1	0.4	3	0.2
6	0	0.0	1	0.2	1	0.3	3	0.5	0	0.0	5	0.3
7 +	0	0.0	0	0.0	2	0.7	4	0.7	0	0.0	6	0.3
n=	160	100	427	100	285	100	581	100	270	100	1723	100
Missing	11		39		27		18		9		104	
Total	171		466		312		599		279		1827	

The vast majority of respondents did not bring children with them. Concerning individual World Heritage Areas, 83.1% of Riversleigh respondents did not travel with children. Of the Riversleigh respondents who had children with them were found to be travelling most commonly with two (5.6%). Over 93% of Fraser Island respondents (93.4%) did not travel with children. The percentage of children visiting Fraser Island was the lowest of all the World Heritage Areas in this study. However, those with were travelling with children most frequently had two under there charge (2.8%) followed closely by those with a single child (2.6%). The largest percentage of those travelling with children was found at the Great Barrier Reef site, with two children (8.7%) being the most common closely followed by one child (8.4%). Over four out of five respondents (80.4%) in the Gondwana Rainforests did not travel with any children to the location. Those who brought children with them were most often accompanied by two children (8.8%) or one child (6.1%) with them. Concerning the Wet Tropics, 91.5% of respondents did not travel with any children. However, those who did bring children most commonly brought one (4.8%) or only two (2.6%).

4.4.10   Education level

More than 62% of visitors to Queensland's World Heritage Areas had a tertiary degree. Table 4.15 shows the highest education level achieved by respondents. Of the total number of respondents across all World Heritage Areas, 17.1% had completed a technical school, 29.6% had completed a Bachelor's degree and 12.7% finished a Masters degree. Just 22% of respondents had only completed year 12 qualifications while a mere 0.6% had only completed primary school. The greatest percentage of responses across all World Heritage Areas, except for Riversleigh and the Great Barrier Reef, came from those who had completed a Bachelor's degree.

Table 4.15 Highest education level of respondent

Variables	R DS		FI		GBR		GRA		WT		Cumulative	
	F	%	F	%	F	%	F	%	F	%	Total	%
Primary (1-8)	3	1.8	2	0.4	4	1.4	1	0.2	0	0.0	10	0.6
Secondary (9-12)	42	24.9	113	25.3	84	28.5	110	18.7	39	14.6	388	22.0
Technical school	48	28.4	57	12.8	44	14.9	111	18.8	43	16.1	303	17.1
Some university	16	9.5	57	12.8	50	16.5	71	12.1	47	17.6	241	13.6
Bachelors	42	24.9	143	32.0	67	22.7	185	31.4	86	32.2	523	29.6
Masters	14	8.3	52	11.6	29	9.8	90	15.3	40	15.0	225	12.7
PhD	2	1.2	6	1.3	14	4.7	18	3.1	8	3.0	48	2.7
Other	2	1.2	17	3.8	3	1.0	3	0.5	4	1.5	29	1.6
n=	169	100	447	100	295	100	589	100	267	100	1767	100
Missing	2		19		17		10		12		60	
Total	171		466		312		599		279		1827	

Findings individually by World Heritage Area showed that Riversleigh had roughly equal numbers of those who had completed technical school (28.4%), secondary school (24.9) and a university bachelor's degree (24.9%). Fraser Island had the highest overall percentage of respondents who had completed a Bachelor's degree (32.0%) followed closely by those who had completed secondary school (25.3%). The Great Barrier Reef had the highest percentage of those who had completed secondary school (28.5%) and those who possessed a PhD (4.7%). Though not quite as high as the Fraser Island numbers, the Gondwana Rainforests also had a high percentage of those who had completed a Bachelor's degree (31.4%) and the most respondents who had completed a Masters degree (15.3%); as well as, equal numbers for those who had completed secondary school (18.7%) and technical school (18.8%). The Wet Tropics respondents also possessed a high level of education with 32.2% having completed a Bachelor's degree, 15.0% a Masters degree and 3.0% a PhD.

4.4.11   Occupation

The occupations identified most frequently by respondents across all study sites was that of professional (24.0%) followed by those who were retired or semi-retired (13.7%). Students ranked third with 14.3% of the category total; however, this figure was skewed due to the Fraser Island student numbers. Tradesperson and teachers ranked fourth with 7.3% each followed by those in office or clerical (5.5%) positions, government (5.2%), the service industry (4.6%), and those who were self-employed (4.3%). Table 4.16 shows the occupation of respondents. Table 4.17 summarises the top occupations of respondents by World Heritage Area.

Table 4.16 Occupation of respondents

Variable	R DS F	R DS %	FI F	FI %	GBR F	GBR %	GRA F	GRA %	WT F	WT %	Cumulative Total	Cumulative %
Tradesperson	16	9.5	22	4.9	20	6.7	50	8.5	22	8.1	130	7.3
Service Industry	5	3.0	16	3.6	12	4.0	28	4.8	20	7.4	81	4.6
Domestic Duties	6	3.6	5	1.1	11	3.7	14	2.4	5	1.8	41	2.3
Teacher	17	10.1	22	4.9	21	7.0	54	9.2	15	5.5	129	7.3
Office /Clerical	3	1.8	26	5.8	18	6.0	38	6.5	12	4.4	97	5.5
Government	7	4.1	13	2.9	23	7.7	31	5.3	19	7.0	93	5.2
Professional	25	14.8	94	21.0	70	23.5	159	27.0	78	28.7	426	24.0
Manual/Factory worker	0	0.0	3	0.7	6	2.0	3	0.5	1	0.4	13	0.7
Semi-retired/ retired	72	42.6	9	2.0	48	16.1	82	13.9	32	11.8	243	13.7
Unemployed	2	1.2	16	3.6	1	0.3	2	0.3	0	0.0	21	1.2
Student	2	1.2	159	35.6	27	9.1	41	7.0	25	9.2	254	14.3
Self-employed	4	2.4	14	3.1	12	0.3	33	5.6	13	4.8	76	4.3
Other	10	5.9	48	10.7	29	9.7	54	9.2	30	11.0	171	9.6
n=	169	100	447	100	298	100	589	100	272	100	1775	100
Missing	2		19		14		10		7		52	
Total	171		466		312		599		279		1827	

The top occupation identified by Riversleigh respondents was that of being retired or semi-retired (42.6%). This demographic was unique to Riversleigh. A distant second were those respondents who identified themselves as professionals (14.8%). Very few students found their way to Riversleigh (1.2%). The top identified occupation of respondents on Fraser Island was that of a student with 35.6% of the total followed by professional (21.0%). This high percentage of students at Fraser Island was another unique visitor characteristic compared with other Queensland World Heritage Areas. Few retired or semi-retired people (2.0%) were found on Fraser Island during this study.

Table 4.17 Summary of top occupations by World Heritage Area in percent

Variable	R DS	FI	GBR	GRA	WT	Total
Student	1.2	35.6	9.1	7.0	9.2	14.3
Semi-retired/Retired	42.6	2.0	16.1	13.9	11.8	13.7
Professional	14.8	21.0	23.5	27.0	28.7	24.0
Other	41.4	41.4	51.3	52.1	50.3	48.0
Total	100	100	100	100	100	100.0

The most common occupation identified by Great Barrier Reef respondents was that of professional (23.5%) followed by those who were semi-retired or retired (16.1%). Students made up 9.1% of respondents. The Gondwana Rainforest data found the most

frequently identified occupation was professional (27.0%) and those semi-retired or retired (13.9%). Students comprised 7.0% of Gondwana Rainforest respondents. Wet Tropics data showed that the top occupation of respondents were those who identified themselves as professionals (28.7%) followed by those who were semi-retired or retired (11.8%). Students ranked third among Wet Tropics respondents consisting of 9.2% of survey participants.

4.4.12   Visited the official park web site

Respondent use of the web was queried with the following question, "Did you visit the **Park's official web site** for this protected area?" Using a categorical question, the survey participant could tick either a 'yes', 'no' or 'I am not sure' box. Cumulatively across all World Heritage Areas only 11.6% of respondents visited the Park's web site. Table 4.18 shows the data regarding respondent visits to the Park's official web site.

Table 4.18 Summary of respondent visits to Park's official web site

	R DS		FI		GBR		GRA		WT		Cumulative	
Variables	F	%	F	%	F	%	F	%	F	%	Total	%
Yes	24	14.0	32	6.9	18	5.9	127	21.3	10	3.6	211	11.6
No	141	82.5	421	90.5	275	89.6	459	76.9	260	94.5	1556	85.7
Not so sure	6	3.5	12	2.6	14	4.6	11	1.8	5	1.8	48	2.6
n=	171	100	465	100	307	100	597	100	275	100	1815	100
Missing	0		1		5		2		4		12	
Total	171		466		312		599		279		1827	

The highest percentage of respondents who had visited the Park's official web site were those visiting the Gondwana Rainforests of Australia with 21.3%. Riversleigh respondents came in second with 14.0%. The other three study sites had very low numbers of people who had checked the respective Park's official web site. The bar graph in Figure 4.10 depicts web site visit findings.
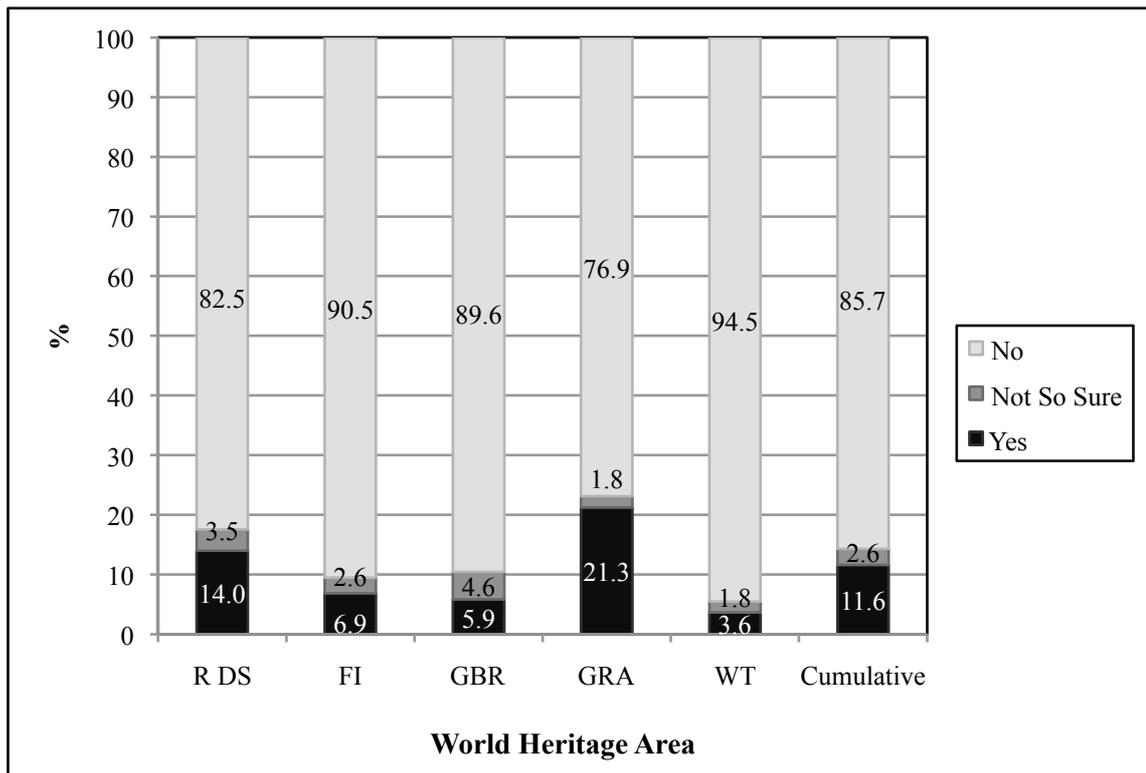
Figure 4.10 Responses to "Did you visit the Park's official web site?"

A Chi-square test found no significant relationships between respondents who visited the Park's web site and gender, level of international travel experience or education level, how many World Heritage Areas are in Queensland those who collected World Heritage. Table 4.19 shows the Chi-square findings regarding the relationships between those who visited the Park's official web site against several different variables.

Table 4.19 Relationships between those who visited Park's official web site and different variables

Variable	Chi-square
Gender	$\chi^2(1, N=1732) = 2.432, p = .119$
Education	$\chi^2(6, N=1703) = 7.590, p = .270$
Aware WH is highest honour	$\chi^2(1, N=1703) = 7.427, p = .006$
Aware site was WH prior to visit	$\chi^2(1, N=1733) = 8.665, p = .003$
How many times they had visited (first x / many x)	$\chi^2(1, N=1760) = 51.174, p < .001$
International travel experience	$\chi^2(1, N=1702) = .356, p = .551$
Australian travel experience	$\chi^2(1, N=1663) = 23.183, p < .001$
Australian vs. overseas	$\chi^2(1, N=1735) = 54.701, p < .001$
Knowledge of the number of Queensland WH Areas	$\chi^2(1, N=1699) = 1.797, p = .180$
I collect WH Areas	$\chi^2(4, N=1580) = 2.702, p = .609$

Based on the Chi-square analyses the following significant relationships were seen: a higher proportion of respondents who were aware the protected area they were in was World Heritage prior to their visit also checked out the Park's official web site ($p = .003$). A higher proportion of Australians visited the Park's official web site compared with overseas travellers ($p < .001$). A higher proportion of experienced travellers within Australia visited the web site compared with those inexperienced in domestic travel ($p < .001$). A higher proportion of respondents aware that WH was the highest honour also visited the web site, compared with those unaware of the honour ($p = .006$). A higher proportion of repeat visitors visited the site's official web site compared to first time visitors ($p < .001$). An ANOVA showed a higher proportion of older respondents visited the Park's official web site compared to younger respondents, $F(1, 1717) = 11.048$, $p = .001$.

4.5   Summary of Findings

Chapter Four provided the detailed findings of the sociodemographic data gathered from 1827 valid questionnaires collected from five of Queensland's World Heritage Areas between 1 April and 31 July in 2008. The data detailed included gender, age, Australian state-of-origin, country of residence, number of visits, mode of transport to site, self-rated level of domestic and overseas travel experience, travel party size and composition, education level, occupation and if the respondent visited the Park's official web site. Overall, those in 20-29 were the largest age group of study respondents. However, the data was skewed by the high number of young adults found on Fraser Island. The second most common age bracket across the study sites were those 50-59 years of age. Nearly 70% of respondents were domestic visitors. Over half of domestic respondents were Queenslanders. Almost half of the respondents drove their own vehicles to the site while those who hired cars represented nearly 30% of visitors. The two most common travel parties across Queensland's World Heritage Areas were couples and groups of friends. The majority of World Heritage visitors travelled without children (85.1%). More than 60% of respondents possessed a tertiary degree of some kind. The top three occupations of respondents visiting the study sites were professionals, semi-retired or retired and students. Over 66% of respondents rated themselves as experienced domestic travelers while 65.3% considered themselves experienced international travelers. Only 11.6% of respondents visited the Park's

official web site sometime before their visit. Findings indicate that each World Heritage Area attracts a unique visitor demographic.

Chapter 5. Visitor awareness of the World Heritage brand

Chapter Five Overview

5.1 Introduction

5.2 Visitor Awareness of the World Heritage Brand

5.3 Investigating Visitor Knowledge of World Heritage

5.4 General Signage and Visitor Observations by World Heritage Area

5.5 Summary of Overall Findings

5.1 Introduction

Chapter Five reports the findings concerning visitor awareness of the World Heritage brand. The awareness questions are based on Keller's (1993) Dimensions of Brand Knowledge model and include a variety of questions testing a respondent's recognition and recall of the World Heritage brand. The structure of this chapter is complicated. The chapter begins with a discussion of the quantitative findings based on the 1827 visitors surveyed and then transitions into the discussion of the qualitative findings based on the expert interviews and on-site observations.

Specifically, Chapter Five commences by presenting the findings of eight visitor awareness and three basic brand knowledge-related questions. Top of mind awareness and general awareness of the World Heritage brand name, emblem, and specific site name is examined; as well as, some basic visitor knowledge about World Heritage in Queensland. Using the same format as the previous chapter, each section begins by presenting the aggregated data across all five Queensland World Heritage Areas and then examines the data by individual site. At least one table or figure is provided for each question. Additional figures are presented as needed to emphasise key findings within the data tables. It is important to note that all World Heritage study locations are also national parks. Furthermore, the World Heritage brand findings are, at times, compared with other brand data collected at the same time for benchmarking purposes such as the national park brand or the fast food giant McDonald's. These comparisons provide context and meaning to the study's World Heritage findings.

Statistical analyses used descriptive analysis, Chi-Square tests and ANOVAs to determine significant relationships among the different sociodemographic variables used in the study. To save space, the abbreviations 'WHA', 'NP' are used for World Heritage Area and national park within data tables.

Initial findings indicated extremely low visitor awareness regarding particular survey questions. Therefore, general on-site signage and visitor observations were conducted during survey periods. The on-site observations document the general level of potential exposure to the World Heritage brand a visitor could have during a site visit. These on-site observations are useful in explaining visitor survey findings and link well with the expert interviews.

The second half of Chapter Five reports the qualitative findings of the expert interviews and on-site observations conducted by the researcher. Each section in the latter part of the chapter begins with a summary of the expert interviews regarding the brand history and/or any brand issues at the study location. The Australian Fossil Mammal Sites (Riversleigh) is discussed first. Signage and visitor observations with accompanying plates follow the interview information. This process is then repeated for Fraser Island, the Great Barrier Reef, the Gondwana Rainforests of Australia and finally the Wet Tropics of Queensland. All images were taken by the investigator unless otherwise credited. When combined with the quantitative visitor surveys, the expert interviews and the on-site observations answer Objective Three, *to identify the level of visitor awareness of the World Heritage brand while visiting a World Heritage site in Queensland*. Chapter Five concludes with an extensive summary and prepares the reader for the implications presented in Chapter Seven.

5.2　Visitor awareness of the World Heritage brand

The data presented in Section 5.2 is based on eight World Heritage awareness-related questions scattered throughout the visitor questionnaire. Keller's (1993) Dimensions of Brand Knowledge shows that brand awareness is comprised of two parts: brand recognition and brand recall. Unaided (also known as uncued) recognition and recall questions were placed on the first page. Subsequent awareness questions were by-and-large aided questions.

5.2.1 Top of mind awareness of the World Heritage brand after time spent on-site

The first uncued or unaided question investigated if the visitor had achieved top of mind awareness that the site being visited was World Heritage branded after having spent at least a half hour on-site. This question was placed on page one of the questionnaire as this page did not contain the phrase 'World Heritage.' Subsequent pages contained the phrase. The question was adapted from Bentrupperbäumer and Reser (2002) and consisted of two parts. The first part of the question was a 'warm-up' question and asked respondents if they were aware of any special status or label possessed by the protected area they were visiting. The respondent could tick either a 'yes', 'no' or 'I am not sure' box. Across the study sites, over half (53.6%) of respondents indicated they knew the site possessed some sort of special status or label, 17.1% stated the site did not have any special status or label and 29.7% were unsure. Table 5.1 shows the full findings.

Table 5.1 Awareness of protected site possessing a special status or label

	R DS		FI		GBR		GRA		WT		Cumulative	
Variable	F	%	F	%	F	%	F	%	F	%	Total	%
Yes, area *has* special label	121	72.0	221	48.5	142	47.2	343	58.3	131	47.6	958	53.6
No, area *does not* have special label	20	11.9	82	18.0	58	19.3	93	15.8	52	18.9	305	17.1
Unsure area has special label	27	16.1	153	33.6	101	33.6	152	25.9	92	33.5	525	29.4
n=	168	100	456	100	301	100	588	100	275	100	1788	100
Missing	3		10		11		11		4		39	
Total	171		466		312		599		279		1827	

Site-by-site data found that 72.0% of Riversleigh respondents were aware the site possessed a special status or label. This was the highest percentage across all five study sites. The Gondwana Rainforests ranked second with 58.3% while the remaining sites had nearly identical percentages of positive responses: Fraser Island (48.5%), Gondwana Rainforests (47.2%) and the Wet Tropics (47.6%).

The second half of the unaided question determined if visitors, after they had spent at least one half hour on-site, had acquired top of mind awareness that the protected area they were visiting was branded a World Heritage site. The second part of the question asked respondents who replied 'yes' to the first part of the question to write on a blank line adjacent to the question what special status or label they thought the site possessed.

Again, examining the data across all five World Heritage Areas, about one third (30.3%) of respondents identified the site as World Heritage while 3.9% identified the site correctly as both World Heritage and a national park. Thus, slightly more than one in three respondents (34.2%) had acquired or already possessed top of mind awareness that the protected area they were visiting was World Heritage. The remaining 65.8% of respondents could not recall unaided or were possibly unaware the place they were visiting was World Heritage branded. For benchmarking purposes, the national park designation was correctly identified by 27.8% or more than one in four respondents. Table 5.2 shows the full tabulation of responses for the type of special status or label on-site respondents thought the protected area they were visiting possessed.

Table 5.2 Top of mind awareness of the protected area brand after at least thirty minutes on-site

Variable	R DS		FI		GBR		GRA		WT		Cumulative	
	F	%	F	%	F	%	F	%	F	%	Total	%
WH	57	47.1	78	35.3	33	23.2	85	24.8	37	28.2	290	30.3
WH & NP	3	2.5	7	3.2	4	2.8	18	5.2	5	3.8	37	3.9
NP	3	2.5	34	15.4	24	16.9	137	39.9	30	22.9	228	23.8
Other	54	44.6	90	40.7	75	52.8	92	26.8	49	37.4	360	37.6
Yes, but left line blank	4	3.3	12	5.4	6	4.2	11	3.2	10	7.6	43	4.5
n=	121	100	221	100	142	100	343	100	131	100	958	100
Missing	50		242		170		252		149		863	
Total	171		466		312		599		279		1827	

Site-by-site data found Riversleigh respondents with the highest top of mind awareness that the site they were visiting was World Heritage compared with other study locations. On-site, 47.1% of respondents recalled unaided that Riversleigh was World Heritage while 2.5% identified Riversleigh as both World Heritage and a national park unaided.

Fraser Island respondents possessed the second highest degree of top of mind awareness with 35.3% of respondents identifying the island as World Heritage. Few respondents (3.2%) identified Fraser Island as both World Heritage and a national park unaided.

Surprisingly, top of mind awareness was the lowest of all the study sites among Great Barrier Reef respondents. Only 23.2% of respondents correctly recalled Green Island as part of the Great Barrier Reef World Heritage Area unaided while an additional 2.8% identified Green Island as both World Heritage and a national park unaided.

About one in four respondents (24.8%) visiting the Gondwana Rainforests recalled unaided the site was World Heritage. Only 5.2% of respondents recalled unaided the Gondwana Rainforests was both World Heritage and a national park. Nearly 40% (39.9%) of respondents identified the site they were visiting only as a national park. This was the highest top of mind awareness for the national park brand category among all five World Heritage properties in the study and will be an important data point for further discussion in Chapter Seven.

Examining the data from the Wet Tropics, 28.2% of on-site respondents possessed top of mind awareness that the site was World Heritage. Only 3.8% of respondents recalled unaided that the property was both World Heritage and a national park. Figure 5.1 presents a bar graph showing the percentages of those who correctly identified the site they were visiting as a World Heritage compared to other responses.
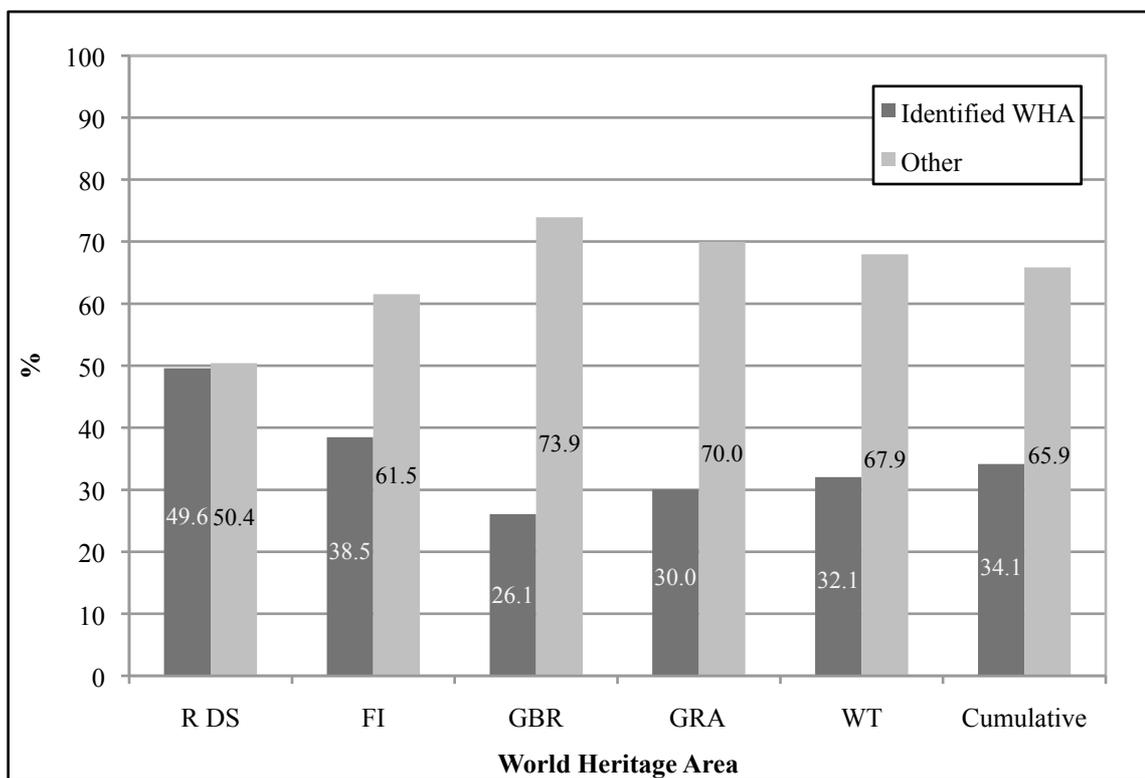
Figure 5.1 Unaided top of mind awareness that site being visited was World Heritage

Table 5.3 shows the Chi-square test in reference to the top of mind awareness responses for the World Heritage brand in relationship to several variables. A higher proportion of those with at least a Bachelors possessed top of mind awareness that the site they were visiting was World Heritage compared with those with less education ($p = .013$). A

higher proportion of respondents aware that World Heritage is the highest honour knew the site was World Heritage compared with those unaware that World Heritage is the highest honour *(p < .001)*. The analyses also found a higher proportion of respondents who rated themselves as experienced international travellers had top of mind awareness that the site was World Heritage compared with those who self-rated as having less international experience (*p* = .005). The analyses found no significant relationship between domestic and international visitors (p = .075). An ANOVA found no significant relationship between a respondent's top of mind awareness that the site was World Heritage and age *F*(1, 941) = 2.490, *p* = .115.

Table 5.3 Chi-square test for top of mind awareness with different variables

Variable	Chi-square
Gender	χ^2(1, *N*=953) = .669, *p* = .414
Education	χ^2(6, *N*=939) = 16.222, *p* = .013
Aware WH is highest honour	χ^2(1, *N*=941) = 12.245, *p* < .001
Aware site was WH prior to visit	χ^2(1, *N*=955) = 52.399, *p* < .001
How many times they had visited (first *x* / many *x*)	χ^2(1, *N*=962) = 1.289, *p* = .256
International travel experience	χ^2(1, *N*=947) = 7.843, *p* = .005
Australian travel experience	χ^2(1, *N*=925) = .087, *p* = .768
Australian vs. overseas visitor	χ^2(1, *N*=957) = 3.177, *p* = .075

5.2.2 Visitor recognition and recall of the stripped World Heritage emblem

The second unaided question examined respondent recognition of the stripped World Heritage emblem and recall of what the brand mark represented. This was a two-part question. The first part of the question asked respondents if they *recognised* unaided any of five different brand marks. As most of the World Heritage properties in Queensland use the stripped form of the World Heritage emblem (Figure 5.2), the investigator wanted to learn if that symbol was communicating the World Heritage message to the public. Figure 5.2 illustrates the differences between the full and the stripped World Heritage emblems.
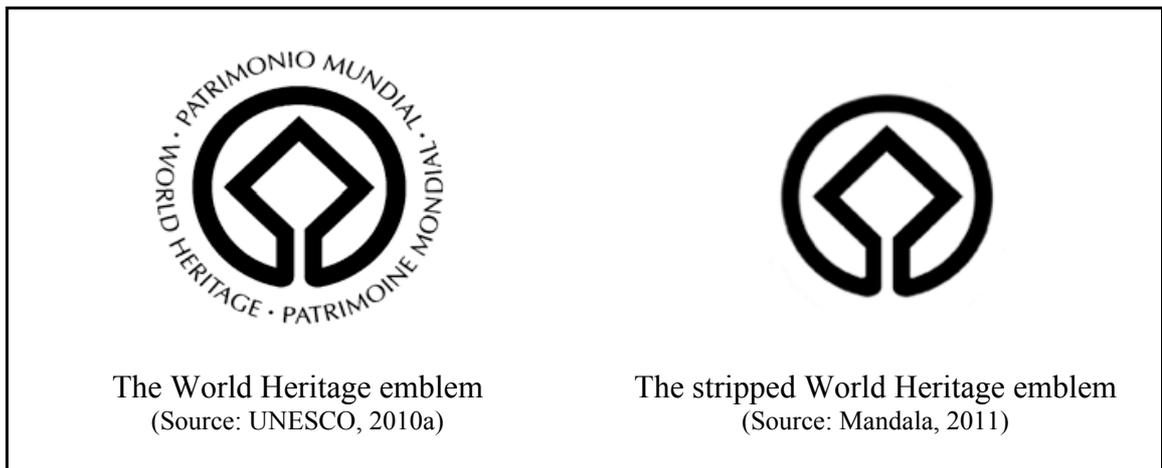
Figure 5.2 The full and stripped World Heritage emblem

The results of the pilot questionnaire found an extremely low level of visitor awareness regarding the stripped World Heritage emblem. Initial investigator concerns that the symbol would act as a cue were quickly dismissed. The pilot studies did find an extremely high level of recognition for the McDonald's golden arches logo. Thus, the McDonald's golden arches logo was placed as the first brand mark in the logo series to help guide respondents in properly answering the question. Figure 5.3 shows the McDonald's logo.

Figure 5.3 McDonald's golden arches logo

(Source: businesspundit.com)

The McDonald's logo on the questionnaire was followed by the stripped World Heritage emblem and three other logos (see Appendix Three for a copy of the questionnaire). The McDonald's data acted as a benchmark against which to gauge the World Heritage findings. As this dissertation is focused on the World Heritage brand, only the World Heritage data is presented. The McDonald's findings are also given as a benchmark against which to compare the World Heritage findings.

Across all study sites, 96.2% of respondents recognised, or in other words, knew they had seen the McDonald's golden arches prior to answering the questionnaire. In contrast, only 8.1% of respondents recognised as having seen the stripped World Heritage emblem prior to viewing it on the survey. Table 5.4 shows a comparison between unaided recognition of the McDonald's golden arches logo and the stripped World Heritage emblem.

Table 5.4 Comparison of unaided visitor recognition of the McDonald's golden arches logo and the stripped World Heritage emblem

	R DS				FI				GBR			
	McD		WH		McD		WH		McD		WH	
Variable	F	%	F	%	F	%	F	%	F	%	F	%
Recognised logo	165	96.5	26	15.2	454	97.4	22	4.7	298	96.1	9	2.9
Did not recognise logo	6	3.5	145	84.8	12	2.6	444	95.3	12	3.9	301	97.1
n=	171	100	171	100	466	100	466	100	310	100	310	100
Missing	0		0		0		0		2		2	
Total	171		171		466		466		312		312	

	GRA				WT				Cumulative			
	McD		WH		McD		WH		McD		WH	
Variable	F	%	F	%	F	%	F	%	F	%	F	%
Recognised logo	575	96.0	75	12.5	264	94.6	15	5.4	1756	96.2	147	8.1
Did not recognise logo	24	4.0	524	87.5	15	5.4	264	94.6	69	3.8	1678	91.9
n=	599	100	599	100	279	100	279	100	1825	100	1825	100
Missing	0		0		0		0		2		2	
Total	599		599		279		279		1827		1827	

Figure 5.4 below shows that 96% of respondents recognised the McDonald's logo while only 8% of respondents recognised the stripped World Heritage emblem unaided.
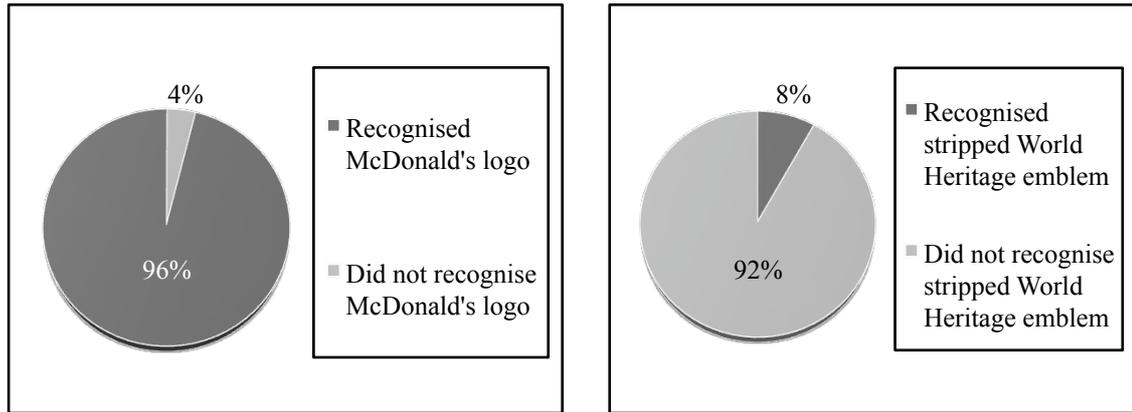
Figure 5.4 Comparison between respondent's unaided recognition of the McDonald's logo and the stripped World Heritage emblem

Data from individual World Heritage sites found Riversleigh respondents possessed the highest percentage of unaided recognition of the stripped World Heritage emblem (15.2%), followed by the Gondwana Rainforests (12.5%.). Fraser Island and the Wet Tropics had roughly the same degree of unaided recognition with 4.7% and 5.4% respectively. Great Barrier Reef respondents had the lowest unaided recognition of the stripped World Heritage emblem with 2.9% recognising the symbol.

The second part of the question asked visitors who recognised the brand marks to *recall* unaided what they represented and to write their response on a blank line provided underneath each symbol. The data showed an overwhelming number of respondents (89.4%) recalled unaided what the McDonald's golden arches logo represented across all study sites. In contrast, few respondents (4.3%) correctly recalled unaided what the stripped World Heritage emblem represented. Table 5.5 shows the comparison between visitor recall of the McDonald's golden arches logo and the stripped World Heritage emblem.

Table 5.5 Unaided recall of the McDonald's golden arches logo compared with the stripped World Heritage emblem

Variable	R DS				FI				GBR			
	McD		WH		McD		WH		McD		WH	
	F	%	F	%	F	%	F	%	F	%	F	%
Recalled correctly	158	92.4	17	9.9	416	89.3	5	1.1	275	88.7	4	1.3
Recalled incorrectly	1	0.6	6	3.5	2	0.4	6	1.3	2	0.6	2	0.6
Left blank	12	7.0	148	86.5	48	10.3	455	97.6	33	10.6	304	97.4
n=	171	100	171	100	466	100	466	100	310	100	310	100
Missing	0		0		0		0		2		2	
Total	171		171		466		466		312		312	

Variable	GRA				WT				Cumulative			
	McD		WH		McD		WH		McD		WH	
	F	%	F	%	F	%	F	%	F	%	F	%
Recalled correctly	542	90.5	51	8.5	240	86.0	2	0.7	1631	89.4	79	4.3
Recall incorrectly	0	0	15	2.5	0	0	6	2.2	5	0.3	35	1.9
Left blank	57	9.5	533	89.0	39	14.0	271	97.1	189	10.4	1711	93.8
n=	599	100	599	100	279	100	279	100	1825	100	1825	100
Missing	0		0		0		0		2		2	
Total	599		599		279		279		1827		1827	

On a site-by-site basis, the data demonstrated that few of the 1825 respondents to this question could recall what the stripped World Heritage emblem represented. Plates presented in Sections 5.5 through 5.9 show the erratic and inconspicuous use of the World Heritage brand marks across the majority of Queensland's World Heritage Areas. Figure 5.5 illustrates the striking difference between respondent uncued recall of the McDonald's golden arches logo and respondent recall of the stripped World Heritage emblem.
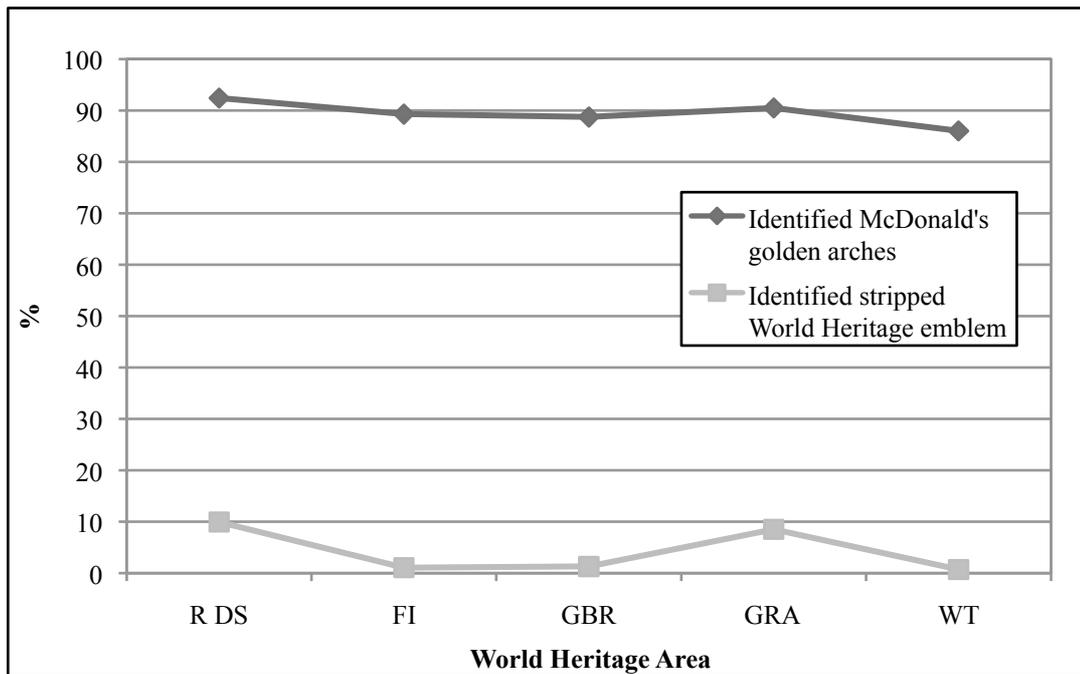
Figure 5.5 Percent of respondents who correctly identified the McDonald's golden arches logo compared to the stripped World Heritage emblem

To make inferences about the respondent's likelihood of recalling the stripped World Heritage emblem and possessing one of the sociodemographic characteristics presented below, it was necessary to use a Chi-square test on the aggregated data. Table 5.6 shows the detailed Chi-square analyses.

Table 5.6 Chi-square results for those who correctly identified the stripped World Heritage emblem with different variables

Variable	Chi-square
Gender	$\chi^2(2, N=1788) = .163, p = .922$
Education	$\chi^2(12, N=1758) = 9.731, p = .640$
Aware WH is highest honour	$\chi^2(2, N=1758) = 11.153, p = .004$
Aware site was WH prior to visit	$\chi^2(2, N=1789) = 10.775, p = .005$
How many times they had visited (first x / many x)	$\chi^2(2, N=1818) = 13.0593, p = .001$
International travel experience	$\chi^2(2, N=1751) = 8.244, p = .016$
Australian travel experience	$\chi^2(2, N=17121) = 9.344, p = .009$
Australian vs. overseas	$\chi^2(2, N=1791) = 14.172, p = .001$

The Chi-square found a higher proportion of respondents aware that World Heritage is the highest honour a site can receive correctly identified the emblem compared with respondents unaware that World Heritage is the highest honour ($p = .004$). A higher proportion of respondents aware the site was World Heritage prior to visiting identified the emblem compared with respondents unaware the site was World Heritage prior to

visiting (*p* = .005). A greater proportion of domestic travellers correctly recalled the stripped World Heritage emblem compared with overseas travellers (*p* = .001). A higher proportion of those with international travel experience also correctly recalled the stripped World Heritage emblem compared with those with less international travel experience (*p* = .016). The analyses found a larger proportion of travellers with domestic experience able to correctly identify the stripped World Heritage emblem compared with those with less domestic experience (*p* = .009). Last, the Chi-square found a higher proportion of those respondents who had visited the site more than once to be to able to recall the stripped World Heritage compared to a first time visitor (*p* = .001) . An ANOVA $F(1, 1771) = 1.510$, $p = .219$ indicated there was no statistical significance between age and respondent recall of the stripped World Heritage emblem.

5.2.3   Familiarity with the World Heritage brand

Beginning with the cued questions on the second page of the questionnaire, respondents were asked to rank their familiarity with three different protected area categories and three protected area management agencies. The national park data was used as the benchmark against which to gauge the World Heritage findings in this question set. Only the national park and World Heritage brand data will be presented as those data sets relate directly to Objective Three. The national park brand data is presented first.

Of the two protected area brand categories, across all sites, findings indicate respondents were more familiar with the national park brand category compared to the World Heritage brand category. Data in Table 5.7 shows the national park brand was familiar to almost 90% of respondents.

Table 5.7 Degree of familiarity with the national park brand

Degree of familiarity: NP	R DS		FI		GBR		GRA		WT		Cumulative	
	F	%	F	%	F	%	F	%	F	%	Total	%
Familiar	156	94.5	382	85.1	258	87.8	554	94.9	235	86.7	1585	89.9
A little familiar	9	5.5	63	14.0	33	11.2	23	3.9	32	11.8	160	9.1
Never heard of it before	0	0	4	0.9	3	1.0	7	1.2	4	1.5	18	1.0
n=	165	100	449	100	294	100	584	100	271	100	1763	100
Missing	6		17		18		15		8		64	
Total	171		466		312		599		279		1827	

The World Heritage brand ranked second with nearly 80% of respondents stating they were familiar with the World Heritage brand. Table 5.8 shows the full tabulated results.

Table 5.8 Degree of familiarity with the World Heritage brand

Degree of familiarity:WH	R DS		FI		GBR		GRA		WT		Cumulative	
	F	%	F	%	F	%	F	%	F	%	Total	%
Familiar	151	93.2	302	67.9	226	77.1	479	85.4	222	82.2	1379	79.7
A little familiar	8	4.9	97	21.8	50	17.1	64	11.4	43	16.0	262	15.1
Never heard of it	3	1.9	46	10.3	17	5.8	18	3.2	5	1.9	89	5.1
n=	162	100	445	100	293	100	561	100	269	100	1730	100
Missing	9		21		19		38		10		97	
Total	171		466		312		599		279		1827	

The aggregated data comparing the self-rated degree of respondent familiarity with the national park and World Heritage brand categories is presented in Figure 5.6.
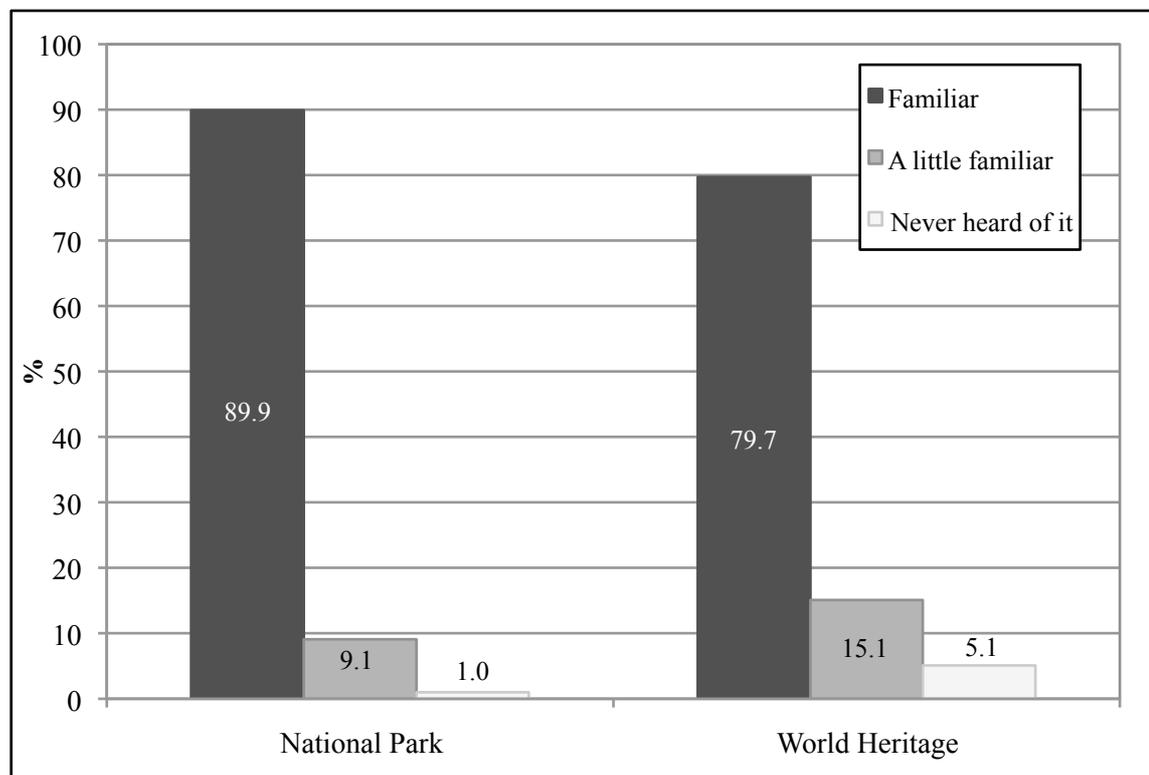
Figure 5.6 Summary of the self-rated familiarity of respondents with national park and World Heritage brands

A Chi-square found a higher proportion of Australians rated themselves as familiar with the national park brand compared with overseas travellers ($p < .001$). Also, a higher proportion of experienced travellers within Australia rated themselves as familiar with the national park brand compared to those with less Australian travel experience ($p < .001$). Respondents who had visited the site more than once also rated themselves

as more familiar with the national park brand compared to first time visitors ($p = .003$). Table 5.9 shows the relationship between respondent familiarity of the national park brand with different variables. An ANOVA $F(2, 1717) = 4.491$, $p = .011$ showed there was a statistical significance between increasing age and recognition of the national park brand.

Table 5.9 Relationship between respondent familiarity of the national park brand and different variables

Variable	Chi-square
Gender	$\chi^2(2, N=1734) = 2.854$, $p = .240$
Education	$\chi^2(12, N=1707) = 6.583$, $p = .884$
Aware WH is highest honour	$\chi^2(2, N=1711) = 30.068$, $p < .001$
Aware site was WH prior to visit	$\chi^2(2, N=1752) = 20.910$, $p < .001$
How many times they had visited (first x / many x)	$\chi^2(2, N=1755) = 11.557$, $p = .003$
International travel experience	$\chi^2(2, N=1703) = 4.520$, $p = .104$
Australian travel experience	$\chi^2(2, N=1661) = 48.940$, $p < .001$
Australian vs. overseas	$\chi^2(2, N=1737) = 36.332$, $p < .001$

As with the national park findings, Chi-square analysis of the World Heritage data showed a lack of statistical significance between World Heritage and gender. However, the test found a higher proportion of those with less education rated themselves as more familiar with the World Heritage brand than those who were educated ($p = .039$). A higher proportion of respondents aware that World Heritage is the highest honour were familiar with national parks compared with respondents unaware that World Heritage is the highest honour ($p < .001$). A larger proportion of respondents aware the site was World Heritage prior to visiting were familiar with national parks compared with respondents unaware aware the site was World Heritage prior to visiting ($p < .001$). The Chi-square test also found a higher proportion of Australians familiar with the World Heritage brand than overseas travellers ($p < .001$). A greater proportion of travellers with international experience rated themselves as familiar with the World Heritage brand compared to those who rated themselves as inexperienced international travellers ($p = .001$). Also, a higher proportion of travellers who rated themselves as experienced travellers within Australia were familiar with World Heritage compared with those who rated themselves as inexperienced ($p < .001$). The Chi-square test also found a greater proportion of respondents who had visited the World Heritage site more than once were familiar with the World Heritage compared to those visiting for the first time ($p < .001$).

Table 5.10 presents the Chi-square results between respondent familiarity of the World Heritage brand and different variables.

Table 5.10 Relationship between respondent familiarity of the World Heritage brand and different variables

Variable	Chi-square
Gender	χ^2(2, N=1702) = 4.039, p = .133
Education	χ^2(12, N=1676) = 21.903, p = .039
Aware WH is highest honour	χ^2(2, N=1680) = 135.296, p < .001
Aware site was WH prior to visit	χ^2(2, N=1727) = 82.457, p < .001
How many times they had visited (first x / many x)	χ^2(2, N=1722) = 38.955, p < .001
International travel experience	χ^2(2, N=1705) = 15.041, p = .001
Australian travel experience	χ^2(2, N=1634) = 58.538, p < .001
Australian vs. overseas	χ^2(2, N=1705) = 115.664, p < .001

As with the national park data, an ANOVA F(2, 1685) = 28.949, p < .001 showed there was a statistical significance between increasing age and recognition of the World Heritage protected area brand category.

5.2.4 Respondent's aided recall of the World Heritage brand

A second multiple response question asked respondents to identify the protected area category they were visiting by ticking one or more of the appropriate boxes. The choices included 'National Park' and 'World Heritage Area.' This question was similar to a question posed by Bentrupperbäumer and Reser (2002). Again the national park brand data was used to provide a benchmark for the World Heritage findings. Only findings from the national park and World Heritage data are presented. Across all study sites over four out of five visitors (80.9%) recalled they were inside a national park. Table 5.11 presents the full findings.

Table 5.11 Percentage of respondents aware they were visiting a national park

	R DS		FI		GBR		GRA		WT		Cumulative	
Variable	F	%	F	%	F	%	F	%	F	%	Total	%
I am in a NP	138	82.1	351	77.7	168	55.6	556	94.4	231	84.0	1444	80.9
No response	30	17.9	101	22.3	134	44.4	33	5.6	44	16.0	342	19.1
n=	168	100	452	100	302	100	589	100	275	100	1786	100
Missing	3		14		10		10		4		41	
Total	171		466		312		599		279		1827	

Data from individual sites showed a high level of awareness by respondents that they were inside a national park. Respondents within the Gondwana Rainforests possessed

the highest awareness with 94.4% followed by those in the Wet Tropics with 84.0%, Riversleigh with 82.1%, and Fraser Island with 77.7%. The Great Barrier Reef had the lowest percentage of respondents who knew they were visiting a national park with 55.6%. Figure 5.7 illustrates respondent awareness of the national park brand by site.
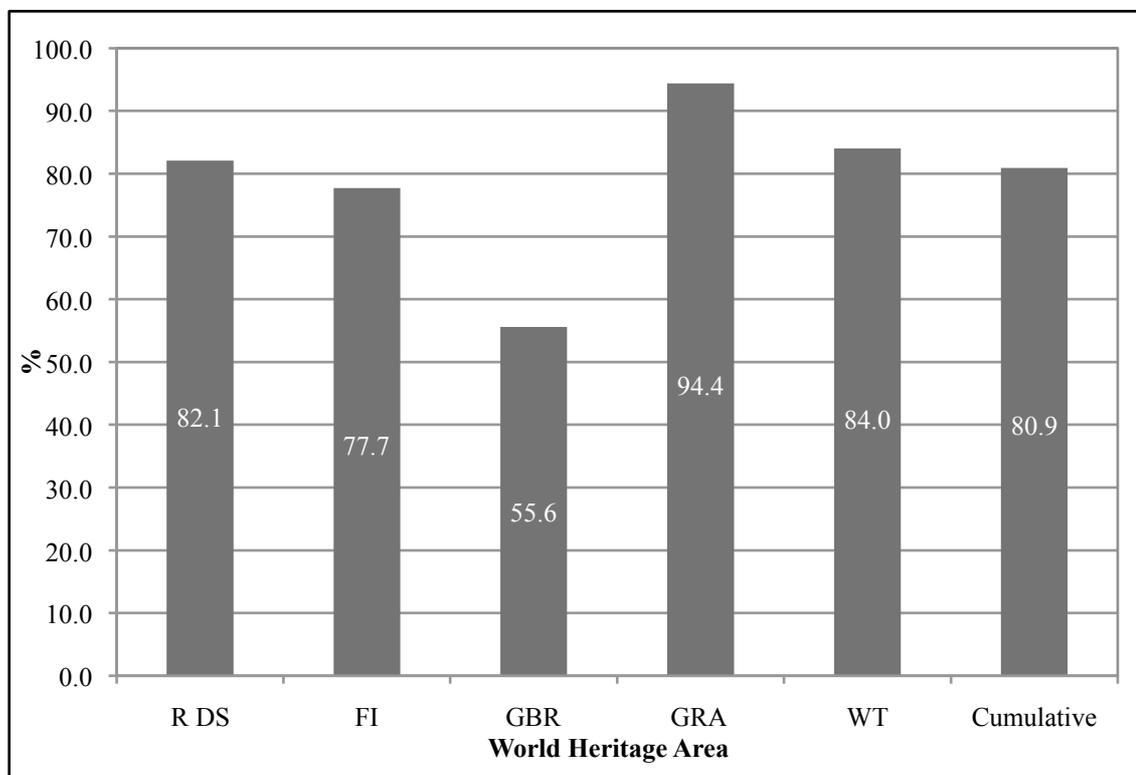
Figure 5.7 Percentages of respondents aware they were visiting a national park by study site

The findings for the World Heritage part of the question indicated significantly fewer respondents were aware that they were inside a World Heritage Area, even when cued. Across all five inscribed sites, only 59.7% of respondents knew the protected area they were visiting was branded World Heritage. Table 5.12 shows the tabulated results.

Table 5.12 Respondent awareness of the World Heritage branding of site being visited with a cue

	R DS		FI		GBR		GRA		WT			
Variable	F	%	F	%	F	%	F	%	F	%	Total	%
I'm in a WHA	137	81.5	304	67.3	186	61.6	271	46.0	169	61.5	1067	59.7
No response	31	18.5	148	32.7	116	38.4	318	54.0	106	38.5	719	40.3
n=	168	100	452	100	302	100	589	100	275	100	1786	100
Missing	3		14		10		10		4		41	
Total	171		466		312		599		279		1827	

Among individual World Heritage sites, Riversleigh respondents displayed the highest level of awareness (81.5%) that the protected area they were inside was World Heritage. Fraser Island respondents (67.3%) were slightly more aware that the island was branded World Heritage than those respondents visiting the Great Barrier Reef or the Wet Tropics, both with 61.6%. and 61.5% respectively.

The respondents within the Gondwana Rainforests, even with a cued question, ranked last with 46.0%. No doubt there was some guessing by respondents with this question. Nevertheless, the results clearly indicate significant awareness of the World Heritage brand when reminded. Figure 5.8 is a bar graph illustrating the study's findings.
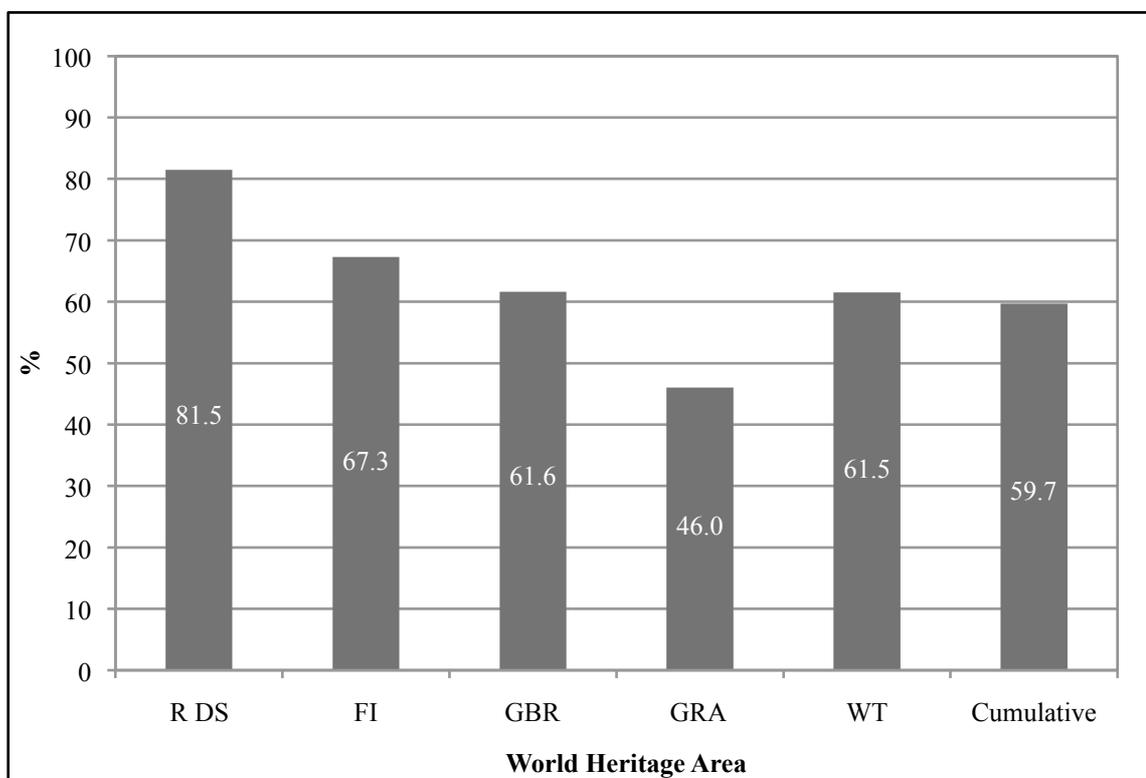
Figure 5.8 Percentages of respondents aware they were visiting a World Heritage Area

A Chi-square test found a higher proportion of respondents aware that World Heritage is the highest honour indicated "I'm in a World Heritage Area" compared with respondents unaware that World Heritage is the highest honour *(p < .001)*. A higher proportion of respondents aware the site was World Heritage prior to visiting indicated "I'm in a World Heritage Area" compared with respondents unaware aware the site was World Heritage prior to visiting *(p < .001)*. The analyses also found a higher proportion

of respondents who rated themselves as experienced travellers in Australia were more aware that the site they were visiting was World Heritage listed compared to respondents who rated themselves as less experienced (p = .036).

Table 5.13 Respondent knowledge of site's World Heritage brand tested with different variables

Variable	Chi-square
Gender	χ^2(1, N=1757) = .386, p = .534
Education	χ^2(6, N=1729) = 5.765, p = .450
Aware WH is highest honour	χ^2(1, N=1774) = 526.668, p < .001
Aware site was WH prior to visit	χ^2(2, N=1730) = 48.772, p < .001
How many times they had visited (first x / many x)	χ^2(1, N=1776) = .315, p = .574
International travel experience	χ^2(1, N=1723) = .704, p = .402
Australian travel experience	χ^2(1, N=1683) = 4.412, p = .036
Australian vs. overseas	χ^2(1, N=1760) = .162, p = .687

An ANOVA F(1, 1742) = 1.075, p = .300 showed there was no statistical significance between age and awareness that the respondent was visiting a national park. A subsequent ANOVA F(1, 1741) = .333, p = .564 also indicated no statistical significance between age and respondent awareness that they were visiting a World Heritage Area.

Figure 5.9 compares visitor awareness of the protected area brand with the site where the data was collected. The dark line represents the benchmark, those respondents who knew they were visiting a national park. The lighter line represents those who were aware they were visiting a World Heritage Area.
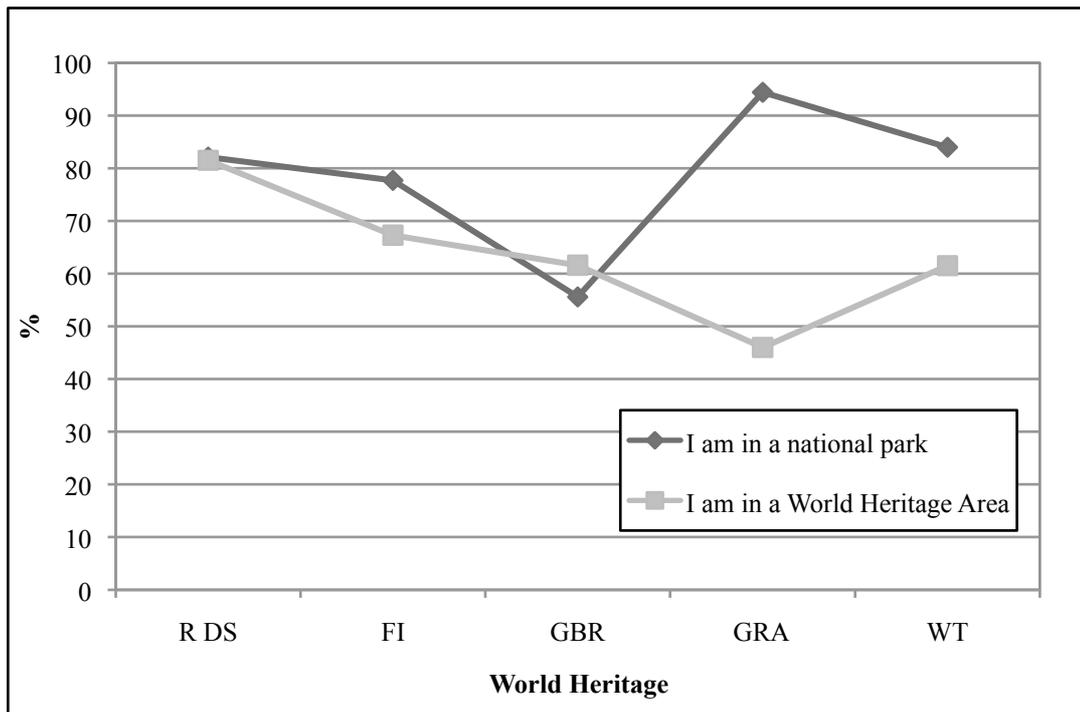
Figure 5.9 Visitor awareness of the protected area brand categories being visited

5.2.5 Visitor awareness of the World Heritage brand prior to visit

Another cued question asked respondents if they were aware the site they were visiting was World Heritage listed prior to their visit. Across all five World Heritage Areas, 57.5% of respondents were aware the site was World Heritage before their visit while 42.5% of visitors were unaware. Table 5.14 shows the tabulated findings.

Table 5.14 Percent of respondents aware the site being visited was a World Heritage Area prior to visit

Variable	R DS F	R DS %	FI F	FI %	GBR F	GBR %	GRA F	GRA %	WT F	WT %	Total	%
Yes	112	65.9	311	68.7	184	60.5	268	45.6	156	56.3	1031	57.5
No	58	34.1	142	31.3	120	39.5	320	54.4	121	43.7	761	42.5
n=	170	100	453	100	304	100	588	100	277	100	1792	100
Missing	1		13		8		11		2		35	
Total	171		466		312		599		279		1827	

Figure 5.10 illustrates the percentage of respondents who were aware (57.8%) and those who were not aware (42.5%) prior to their visit that the place they were visiting was branded World Heritage.
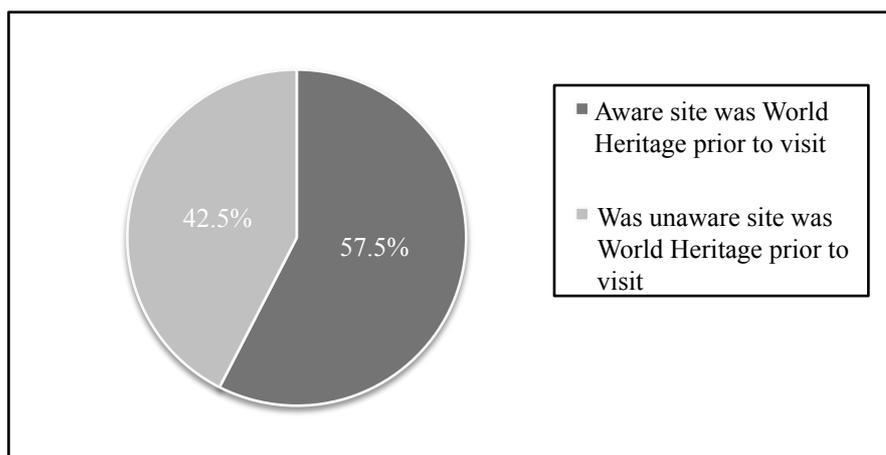
Figure 5.10 Percent of respondents aware site was World Heritage prior to visit

The site data yielded some interesting results to this question. The highest percentage of respondents who knew that the World Heritage brand applied to the property they were visiting prior to their visit were those on Fraser Island (68.7%). The group that was least aware was those visiting the Gondwana Rainforests (45.6%). Responses tallied from Riversleigh with 65.9%, the Great Barrier Reef with 60.5% and the Wet Tropics with 56.3% were in the middle.

Table 5.15 shows the results of a Chi-square test regarding different variables compared with respondent awareness the site was World Heritage prior to their visit. A higher proportion of respondents aware that World Heritage is the highest honour were aware the site was World Heritage prior to the visit compared with respondents unaware that World Heritage is the highest honour *(p < .001)*. The Chi-square test showed a higher proportion of visitors who had been to the site more than once were aware the site was World Heritage prior to visiting compared to first time visitors (*p* < .001). The test also found a higher proportion of travellers with Australian travel experience were aware the site was World Heritage listed prior to their visit compared to those with less domestic travel experience (*p* = .002).

Table 5.15 Relationships between respondent awareness the site was World Heritage prior to visit compared with different variables

Variable	Chi-square
Gender	$\chi^2(1, N=1763) = 1.992, p = .158$
Education	$\chi^2(61, N=1738) = 2.451, p = .874$
Aware WH is highest honour	$\chi^2(1, N=1740= 76.298, p < .001$
How many times they had visited (first *x* / many *x*)	$\chi^2(1, N=1783) = 12.807, p < .001$
International travel experience	$\chi^2(1, N=1729) = 1.532, p = .216$
Australian travel experience	$\chi^2(1, N=1689) = 9.834, p = .002$
Australian vs. overseas	$\chi^2(1, N=1766) = .853, p = .356$

An ANOVA $F(1, 1747) = .032, p = .858$ showed there was no statistical significance between age and a respondent's awareness prior to their visit that the site was World Heritage branded.

5.2.6 Top of mind awareness of the name of the specific World Heritage Area being visited

This open-ended question asked visitors to write out on a line beside the question the full name of the World Heritage Area they were visiting. In most cases, this was a completely unaided question. For example, the questionnaire did not contain any phrase related to the Australian Fossil Mammal Sites (Riversleigh), Fraser Island or the Gondwana Rainforests of Australia. The single cue regarding the possible name of the Great Barrier Reef was the phrase 'Great Barrier Reef Marine Park Authority' on the second page of the questionnaire. The same question also contained a single reference to the 'Wet Tropics Management Authority.' Two of the logos on the first side were also associated with the Wet Tropics. However, pilot testing had revealed that at least for the Wet Tropics, these cues were not picked up by respondents. The full name question was located on the forth and last side of the questionnaire. The question was not

Table 5.16 Awareness of the Australian Fossil Mammal Sites (Riversleigh) brand after time spent on-site

Australian Fossil Mammal Sites (Riversleigh)	F	%
Australian Fossil Mammal Site with or without Riversleigh	0	0
Australian Fossil Mammal Site-related responses	4	2.9
Boodjamulla/Lawn Hill-related responses	11	8.0
Riversleigh-D Site/Fossil Site/WHA/Fossil field/Mumbya/Fossil Park	91	66.0
Other Riversleigh-related responses	23	16.7
I don't know	9	6.5
n=	138	100
Missing	33	
Total	171	

considered as a cued item based on site names. However, the question was considered cued as it asked for the name for the World Heritage Area the respondent was visiting. Table 5.16 shows respondents having completed a visit to the Australian Fossil Mammal Sites (Riversleigh) could not correctly name of the World Heritage Area they had just visited unaided. The name is quite a long one and not an easy one to remember. The most common name proposed by respondents for the World Heritage Area was Riversleigh or variations thereof, followed by Boodjamulla/Lawn Hill-associated references related to the national park which encircles the World Heritage Area. No respondents correctly recalled the full name as the 'Australian Fossil Mammal Sites (Riversleigh)' and only 2.9% came close to recalling the correct name. No further analyses were conducted since the number of correct responses was so low.

For Fraser Island, most respondents could correctly write out the full name as Fraser Island or Fraser Island World Heritage Area after time spent on-site. Table 5.17 shows the responses. In fact, Fraser Island respondents had the highest top of mind awareness of the correct name of a World Heritage Area of any study site (58.5%).

Table 5.17 Awareness of the Fraser Island brand after time spent on-site

Fraser Island	F	%
Fraser Island	184	54.4
Fraser Island WHA	14	4.1
Fraser Island NP	19	5.6
Other Fraser Island/Great Sandy-related responses	6	1.8
Great Sandy-related responses	7	2.1
Other responses	40	11.8
I don't know	68	20.1
n=	338	100
Missing	128	
Total	466	

Table 5.18 shows the results of the Chi-square test regarding different variables compared with respondent correctly naming the World Heritage Area. The Chi-square test showed a higher proportion of respondents who were aware the site was World Heritage prior to their visit also knew the correct name of the specific World Heritage Area compared to those who were not aware the site was World Heritage prior to their visit ($p = .028$). Additionally the test found a higher proportion of overseas visitors knew the correct name of the World Heritage Area compared with domestic visitors ($p = .015$).

Table 5.18 Awareness of the Fraser Island brand compared with different variables

Variable	Chi-square
Gender	χ^2(1, N=338) = .346, p = .556
Education	χ^2(7, N=338) = 10.831, p = .146
Aware WH is highest honour	χ^2(1, N=332) = .265, p = .607
Aware site was WH prior to visit	χ^2(1, N=336) = 4.827, p = .028
How many times they had visited (first *x* / many *x*)	χ^2(1, N=337) = .979, p = .322
International travel experience	χ^2(1, N=333) = 1.136, p = .287
Australian travel experience	χ^2(1, N=319) = .931, p = .335
Australian vs. overseas	χ^2(1, N=339) = 5.950 p = .015

An ANOVA F(1, 334) = .055, p = .814 showed there was no statistical significance between age and a respondent's awareness of Fraser Island's name.

Awareness of the Great Barrier Reef brand name was the second highest (31.6%) among the study sites. Responses are shown in Table 5.19. The Great Barrier Reef brand name was identified by 55.2% of respondents while the Green Island name was identified as the correct World Heritage name by 22.5% of the respondents.

Table 5.19 Awareness of the Great Barrier Reef brand after time spent on-site

Great Barrier Reef	F	%
Great Barrier Reef	23	28.8
Great Barrier Reef WHA & Marine Park	3	3.8
Great Barrier Reef Marine Park	11	13.8
Great Barrier Reef Marine Park &NP	7	8.8
Green Island	12	15.0
Green Island NP & related responses	6	7.5
Other	3	3.8
I don't know	15	18.8
n=	80	100
Missing	232	
Total	312	

The Chi-square test showed a higher proportion of more educated travellers knew the correct name of the World Heritage Area compared with those who had less formal education (p = .009). The test also found a higher proportion of visitors aware the site was World Heritage prior to their visit also knew the correct name of the World Heritage Area compared with those unaware the site was a World Heritage Area (p = .028). Additionally, a higher proportion of domestic visitors knew the correct

name of the World Heritage compared with overseas travellers ($p = .001$). Table 5.20 shows the responses for visitor awareness of the Great Barrier Reef brand compared with several variables. An ANOVA $F(1, 77) = 2.877$, $p = .094$ showed there was no statistical significance between age and the site's correct name.

Table 5.20 Awareness of the Great Barrier Reef brand compared with different variables

Variable	Chi-square
Gender	$\chi^2(1, N=80) = .130\ p = .718$
Education	$\chi^2(6, N=80) = 17.068\ p = .009$
Aware WH is highest honour	$\chi^2(1, N=80) = .530, p = .466$
Aware site was WH prior to visit	$\chi^2(1, N=80) = 4.812\ p = .028$
How many times they had visited (first x / many x)	$\chi^2(1, N=80) = 1.290\ p = .256$
International travel experience	$\chi^2(1, N=78) = 1.521\ p = .218$
Australian travel experience	$\chi^2(1, N=78) = 1.195\ p = .274$
Australian vs. overseas	$\chi^2(1, N=80) = 11.295\ p = .001$

In contrast to the four sites already described, the Gondwana Rainforests of Australia had the lowest brand name awareness of any World Heritage Area included in this study. Not one visitor recalled the correct name of the World Heritage Area or any related derivatives. This could be attributed to the lack of signage anywhere within either Lamington or Springbrook National Parks that includes the recently rebranded Gondwana Rainforests of Australia brand name (further discussed in Chapter Seven). Lamington National Park had the highest recall among respondents with 41.3%, followed by 'Other' (23.0%), 'I don't know' (19.1%), Binna Burra-related responses (8.2%), and Springbrook National Park-related responses (5.1%). Since no respondent provided a correct answer, no further statistical analyses were conducted. Table 5.21 shows visitor awareness of the Gondwana Rainforests of Australia brand name after time spent on-site.

Table 5.21 Awareness of the Gondwana Rainforests of Australia brand after time spent on-site

Gondwana Rainforests of Australia	F	%
Gondwana Rainforests of Australia	0	0
Central Eastern Rainforest Reserve-related responses	8	1.6
Lamington NP	203	41.3
Binna Burra-related responses	40	8.2
Springbrook NP-related responses	25	5.1
Border Rangers-related responses	8	1.6
Other	113	23.0
I don't know	94	19.1
n=	491	100
Missing	108	
Total	599	

The Wet Tropics of Queensland also had low awareness among respondents of the specific name of the World Heritage Area while they were leaving the property. The data collection site was the Mossman Gorge section of Daintree National Park within the Wet Tropics. The locality is most commonly referred to as Mossman Gorge by locals, marketers and visitor centres. Over half of respondents (51.4%) stated the full name of the World Heritage Area was Mossman Gorge World Heritage Area or a related name. More than one in four respondents (26.2%) thought the full name of the World Heritage Area was Daintree, a related answer or a Daintree/Mossman Gorge combination. Only four respondents (1.9%) wrote the phrase 'Wet Tropics' or a related answer in the space provided. Almost 20% (19.6%) of respondents ticked the 'I don't know' box. Table 5.22 shows the tabulated findings.

Table 5.22 Awareness of the Wet Tropics of Queensland brand after time spent on-site

Wet Tropics of Queensland	F	%
Wet Tropics – related answers	4	1.9
Mossman Gorge-related answers	110	51.4
Daintree – related answers	13	6.1
Daintree/Mossman Gorge combinations	43	20.1
I don't know responses	42	19.6
n=	214	100
Missing	65	
Total	279	

A Chi-square analysis found a higher proportion of males knew the correct name of the World Heritage Area compared with females ($p = .030$). A higher proportion of more educated travellers knew the name of the World Heritage Area compared with those

with less education (p = .001). Table 5.23 presents the findings of the Chi-square analyses. An ANOVA $F(1, 212)$ = 1.355, p = .246 showed there was no statistical significance between age and a respondent's awareness of the site's correct name.

Table 5.23 Analyses of those who correctly named the Wet Tropics compared with different variables

Variable	Chi-square
Gender	$\chi^2(1, N=214) = 4.735, p = .030$
Education	$\chi^2(6, N=212) = 25.036, p < .001$
Aware WH is highest honour	$\chi^2(1, N=207) = 2.251, p = .134$
Aware site was WH prior to visit	$\chi^2(1, N=214) = .487, p = .485$
How many times they had visited (first x / many x)	$\chi^2(1, N=213) = .613, p = .434$
International travel experience	$\chi^2(1, N=214) = .000, p = .991$
Australian travel experience	$\chi^2(1, N=205) = .007, p = .934$
Australian vs. overseas	$\chi^2(1, N=214) = 3.411, p = .065$

5.2.7   Investigating Visitor Knowledge of World Heritage

Section 5.3 explores basic visitor knowledge of the World Heritage brand. Three questions exploring respondent knowledge of World Heritage are examined here. The first question asked visitors to self-rate their level of general knowledge about World Heritage using a seven-point Likert scale, with one being 'not at all knowledgeable' and seven being 'extremely knowledgeable'. The results are presented in Table 5.24. Across all World Heritage Areas, nearly 70% of respondents rated themselves between one and three out of a seven-point Likert scale on their knowledge of World Heritage. In other words, these respondents rated themselves as having only a little overall knowledge about World Heritage. Nearly 31% rated themselves between four and seven, or having a reasonably good level to expert knowledge about World Heritage.

Table 5.24 Visitors' self-rated level of World Heritage knowledge

Variable	R DS F	R DS %	FI F	FI %	GBR F	GBR %	GRA F	GRA %	WT F	WT %	Cumulative Total	Cumulative %
Not at all knowledgeable	17	10.2	92	20.9	42	14.1	69	11.9	36	13.3	256	14.6
2	45	26.9	150	34.0	71	23.9	175	30.3	85	31.5	526	30.0
3	46	27.5	104	23.6	75	25.3	136	23.5	72	26.7	433	24.7
4	39	23.4	64	14.5	59	19.9	125	21.6	47	17.4	334	19.1
5	17	10.2	28	6.3	36	12.1	62	10.7	24	8.9	167	9.5
6	1	0.6	2	0.5	12	4.0	7	1.2	5	1.9	27	1.5
Extremely knowledgeable	2	1.2	1	0.2	2	0.7	4	0.7	1	0.4	10	0.6
n=	167	100	441	100	297	100	578	100	270	100	1753	100
Missing	4		25		15		21		9		74	
Total	171		466		312		599		279		1827	

ANOVA analyses gave the following results. A higher proportion of older respondents had a higher self-rated knowledge of World Heritage compared with younger respondents ($p < .001$). Additionally, a greater proportion of males had a higher self-rated knowledge of World Heritage compared to female respondents ($p = .010$). A higher proportion of better educated respondents had a higher self-rated knowledge of World Heritage compared to respondents with less education ($p = .002$). Furthermore, a higher proportion of respondents aware the site was World Heritage prior to visiting had a higher self-rated knowledge of World Heritage compared to those who were not aware of the site's World Heritage status ($p < .001$). The analyses also found a greater proportion of respondents who had visited more than once had a higher self-rated knowledge of World Heritage compared with first time visitors ($p < .001$). Moreover, a greater proportion of visitors aware that World Heritage is the highest honour a protected area could receive had a higher self-rated knowledge of World Heritage compared with those who were not aware of the honour ($p < .001$). Also, a larger proportion of respondents who collected World Heritage Areas had a higher self-rated knowledge of World Heritage compared with those who did not collect World Heritage sites ($p < .001$). The ANOVA analyses also showed a higher proportion of respondents experienced in international travel had a higher self-rated knowledge of World Heritage compared with those with less international travel experience ($p = .001$). A greater proportion of respondents experienced in domestic travel had a higher self-rated knowledge of World Heritage compared with those with less domestic travel experience ($p < .001$). And last, the ANOVA analyses found a higher proportion of Australians had

a higher self-rated knowledge of World Heritage compared with overseas visitors ($p < .001$). Table 5.25 shows the ANOVA analyses concerning the respondent's self-rated knowledge of World Heritage compared with several different variables.

Table 5.25 Self-rated knowledge of World Heritage compared with different variables

Variable	ANOVA
Age	$F(6, 1710) = 9.993$, $p < .001$
Gender	$F(6, 1722) = 2.793$, $p = .010$
Education	$F(6, 1698) = 3.565$, $p = .002$
Aware WH is highest honour	$F(6, 1721) = 62.494$, $p < .001$
Collect WHAs	$F(6, 1099) = 9.969$, $p < .001$
Aware site was WH before visit	$F(6, 1728) = 21.616$, $p < .001$
How many x they had visited (first x / many x)	$F(6, 1738) = 4.823$, $p < .001$
International travel experience	$F(6, 1690) = 3.678$, $p = .001$
Australian travel experience	$F(6, 1653) = 18.064$, $p < .001$
Australian or overseas visitor	$F(6, 1724) = 9.159$, $p < .001$

The general trend in the site-by-site data showed an overall low self-rated knowledge concerning World Heritage. Great Barrier Reef respondents self-rated the highest on their knowledge of World Heritage with 36.7% while those on Fraser Island had the lowest percentage of respondents knowledgeable about World Heritage with only 21.5%. Figure 5.11 shows the level of respondent self-rated knowledge regarding the World Heritage brand.
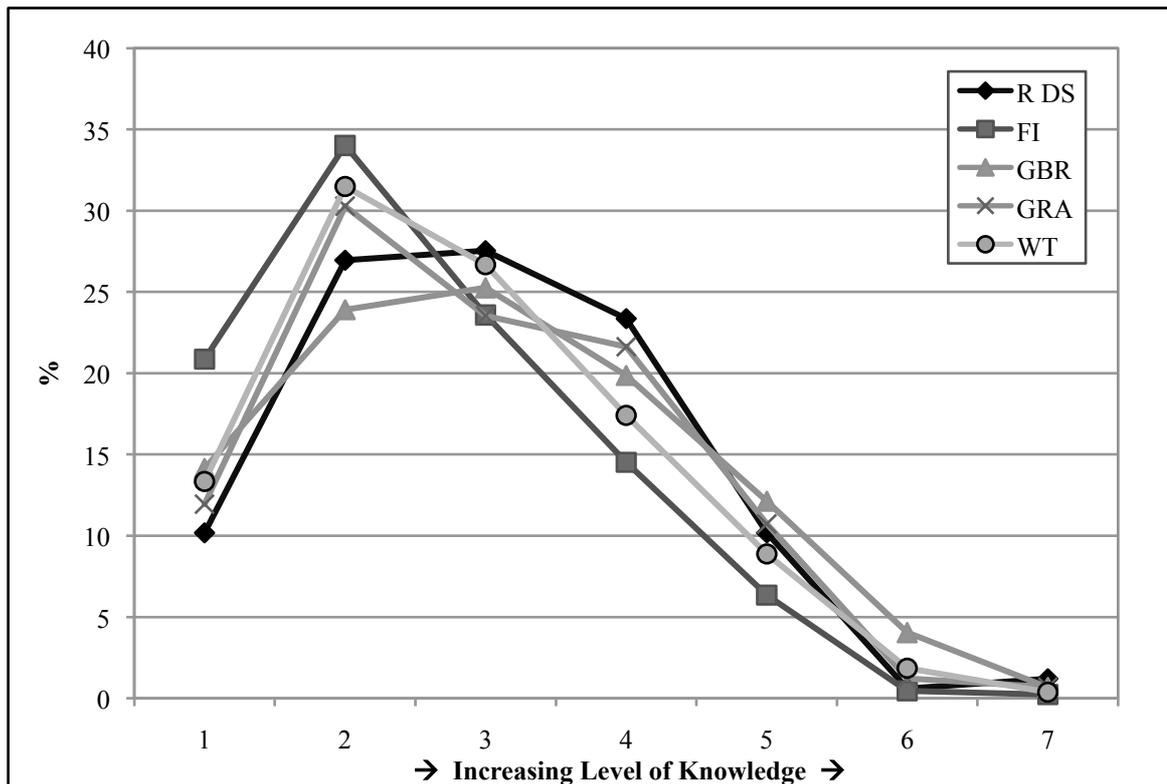
Figure 5.11 Level of respondent self-rated knowledge of World Heritage

The second knowledge-related question asked respondents if they knew the World Heritage brand was the highest accolade any protected area could receive. The respondents were asked a dichotomous 'yes or no' question. Of the 1760 total respondents, 59.0% stated they knew World Heritage was the highest honour any protected area could receive while 41.0% stated they were unaware. Table 5.26 shows the responses.

Table 5.26 Awareness the World Heritage brand is the highest honour any protected area can receive

Variable	R DS		FI		GBR		GRA		WT		Cumulative	
	F	%	F	%	F	%	F	%	F	%	Total	%
Aware	132	78.6	194	43.8	188	62.9	365	62.7	160	59.7	1039	59.0
Unaware	36	21.4	249	56.2	111	37.1	217	37.3	108	40.3	721	41.0
n=	168	100	443	100	299	100	582	100	268	100	1760	100
Missing	3		23		13		17		11		67	
Total	171		466		312		599		279		1827	

When analysing the data collected within each World Heritage Area, Riversleigh had the highest percentage of respondents (78.6%) who knew that World Heritage was the highest honour any protected area could receive while Fraser Island had the lowest

number (43.8%). The Great Barrier Reef (62.9%), Gondwana Rainforests (62.7%) and Wet Tropics respondents with (59.7%) fell in the middle.

The third question asked visitors if they knew how many World Heritage Areas were in Queensland; and if so, to please write the number or tick the 'I don't know' box. Beside the question, was a reminder to please not guess. The correct answer is five. Visitor knowledge concerning the correct number of World Heritage Areas in Queensland is an important indicator regarding exposure to, and awareness of, Queensland's World Heritage brand. The investigator also considers this information as an indicator of the effectiveness of statewide marketing effort to expose visitors sufficiently to the brand that they can place the locations successfully into long term memory.

Across all World Heritage Areas, an overwhelming 87.8% of 1,757 respondents did not know how many World Heritage Areas were in Queensland and ticked the 'I don't know' box. When adding the other incorrect numbers it means that 99% of all respondents did not know how many World Heritage Areas are in Queensland. Only 18 or 1.0% of total respondents knew there were five World Heritage Areas in the state. Even though there was the reminder at the end of the question not to guess, no doubt some people still guessed at an answer. Numerous participants, after turning in their questionnaire, were curious about the correct number of World Heritage Areas in Queensland and asked the surveyor for the correct answer. Table 5.27 presents the findings. As such a low number of respondents knew the correct answer, no further analyses were pursed.

Table 5.27 Awareness of the number of World Heritage Areas in Queensland

	R DS		FI		GBR		GRA		WT		Cumulative	
Variable	F	%	F	%	F	%	F	%	F	%	Total	%
I don't know	129	76.3	400	91.5	262	88.2	517	88.8	235	86.4	1543	87.8
1	3	1.8	1	0.2	8	2.7	3	0.5	0	0	15	0.9
2	13	7.7	12	2.7	14	4.7	12	2.1	18	6.6	69	3.9
3	12	7.1	13	3.0	8	2.7	23	4.0	12	4.4	68	3.9
4	6	3.6	4	0.9	3	1.0	10	1.7	4	1.5	27	1.5
5	5	3.0	1	0.2	1	0.3	9	1.5	2	0.7	18	1.0
6	0	0.0	1	0.2	0	0.0	6	1.0	0	0.0	7	0.4
7	1	0.6	2	0.5	0	0.0	1	0.2	0	0.0	4	0.2
Other	0	0.0	3	0.7	1	0.3	1	0.2	1	0.4	6	0.3
n=	169	100	437	100	297	100	582	100	272	100	1757	100
Missing	2		29		15		17		7		70	
Total	171		466		312		599		279		1827	

5.2.8   Does On-site Signage Convey World Heritage Message to Visitors?

This single five-point Likert scale item asked respondents to rate the effectiveness of on-site signage in communicating the fact that the site was World Heritage. The statement was, "Obvious signage in the park made it clear to me that this place was a WHA." The respondent had the option of choosing one of five potential responses. The findings are presented in Table 5.28.

Table 5.28 Responses to the Likert scale item, "**Obvious signage in the park made it clear to me that this place was a WHA"**

Variable	R DS		FI		GBR		GRA		WT		Cumulative	
	F	%	F	%	F	%	F	%	F	%	Total	%
Strongly disagree												
1	29	18.1	82	19.2	43	16.2	145	25.8	50	19.8	349	20.9
2	37	23.1	149	34.9	87	32.8	190	33.7	88	34.8	551	33.0
3	40	25	120	28.1	88	33.2	137	24.3	71	28.1	456	27.3
4	24	15	56	13.1	28	10.6	54	9.6	34	13.4	196	11.8
5	30	18.8	20	4.7	19	7.2	37	6.6	10	4.0	116	7.0
Strongly agree												
n=	160	100	427	100	265	100	563	100	253	100	1668	100
Missing	11		39		47		36		26		159	
Total	171		466		312		599		279		1827	

The findings for this question were revealing. Riversleigh possessed the highest percentage of respondents 33.8% (54) who agreed or strongly agreed that obvious signage at Riversleigh made it clear that the site was World Heritage. In contrast, only 17.8% (76) of those queried on Fraser Island agreed with the statement. Less than 20% of Green Island respondents (17.8% or 91 respondents) agreed that on-site signage made it clear the site was World Heritage. Only 16.2% (44) of respondents within the Gondwana Rainforests of Australia agreed that obvious on-site signage made it clear to them that the place was World Heritage. Last, only 17.4% of respondents within the Wet Tropics agreed that obvious signage made it clear to them that the site was World Heritage. These findings suggest that there is room for improvement concerning communicating the World Heritage nature of sites through signage.

5.3 Summary of the Quantitative Sections of Chapter Five

Sections 5.1 and 5.2 of Chapter Five discussed the findings related to Objective Three of this study, to identify the level of visitor awareness of the World Heritage brand when visiting protected areas in Queensland. These questions were based on the brand awareness arm of Keller's (1993) Dimensions of Brand Knowledge. Visitor awareness was gauged through a variety of cued and uncued questions designed to test visitor top of mind awareness and general awareness of the World Heritage brand. Key findings include that only about one in three visitors could recall they were visiting a World Heritage Area uncued. Over 95% of visitors did not recognise or recall what the stripped World Heritage emblem represented. About one in three visitors rated themselves with average to high levels of knowledge about the World Heritage brand. When cued almost 60% of visitors across all study sites knew they were in a World Heritage Area. However, specific knowledge of the World Heritage site name a respondent was visiting while surveyed varied widely between study sites. Respondents had difficulty remembering the name of the Australian Fossil Mammal Sites (Riversleigh) when cued and answered with other related names. Fraser Island and the Great Barrier Reef both had reasonably high levels of name recognition. However, the findings showed a total lack of visitor awareness concerning the Gondwana Rainforests of Australia brand name. The Wet Tropics of Queensland also had low top of mind awareness and visitors answered with a variety of names when cued. When asked if on-site signage made it clear that they place respondents were visiting was World Heritage, at almost 60% of respondents across all five sites replied the signage did not adequately convey the World Heritage nature of the site to them.

5.4 Introduction to the Qualitative Section of Chapter Five – Expert Interviews and On-site Observations

Initial findings indicated extremely low visitor awareness regarding the World Heritage emblem and the name of the specific World Heritage Area being visited. Though there are many factors involved in developing visitor awareness and knowledge of the World Heritage brand, a significant role is played by on-site signage in communicating brand information to the visitor. The investigator decided it would be useful to conduct on-site observations of signage and visitors to determine the level of potential exposure a visitor might have to the World Heritage brand during a site visit. Section 5.4 presents

the observational data made within each of Queensland's World Heritage Areas between 1 April and 31 July 2008. Plates document the signage findings. The data is presented by individual World Heritage Area, not in aggregated form. Data regarding the Australian Fossil Mammal Sites (Riversleigh) is presented first. The site information begins with a summation of the expert interviews relevant to the site to provide a context to current situation. Signage and visitor observations with accompanying plates follow the interview information. This process is then repeated for Fraser Island, the Great Barrier Reef, the Gondwana Rainforests of Australia and finally the Wet Tropics of Queensland. All plates were taken by the investigator unless otherwise credited. The general observations provided in-depth real time knowledge, and when layered over multiple visits, provided invaluable information to the study that only a single visit or not visiting at all would have missed. However, it must be emphasized that the collection of visitor observation data was *ad hoc* in nature.

General signage observations were made along the main road to the World Heritage Area and the primary road within the park to the study site. Once at the study site, signage was observed in the immediate survey area. In some cases, if there were short tracks near the survey site, these were also observed. When a visitor centre was present, signage contained within the facility was also noted.

Four different types of signage observations were made. First, entrance signage to the World Heritage Area was examined to see if it contained the World Heritage brand. Second, entrance signage was then examined to see if the name of the specific World Heritage Area being visited was also evident. Third, when the World Heritage brand was present on interpretive or other signage, its location and size were generally noted. The investigator then made a subjective assessment whether the brand was prominently or inconspicuously displayed. In terms of the World Heritage brand, this assessment was easy to make. These general signage observations were similar to those made by Bentrupperbäumer and Reser (2002) and repeated by Carmody and Prideaux (2011).

Visitor observations consisted of watching the visitor to determine if signage containing the World Heritage brand was read, glanced at or generally ignored by the visitor. Other general observations included the placement of the sign in relation to visitor and the ease with which it could be viewed by a visitor. The investigator conducted

observations during slow periods in between handing out, collecting and reloading the clip boards with visitor questionnaires.

When combined, the quantitative visitor surveys, the expert interviews and the on-site observations answer Objective Three, *to identify the level of visitor awareness of the World Heritage brand while visiting a World Heritage site in Queensland*. Chapter Five concludes with an extensive summary.

5.5   Australian Fossil Mammal Sites (Riversleigh) D Site

The Australian Fossil Mammal Sites (Riversleigh) is fossil rich but infrastructure poor. According to several of the experts interviewed with substantial knowledge about the site's history, national politics played a large part in this situation. In the early, 1990s, the Federal Labor government fully supported the World Heritage Convention and successfully inscribed the World Heritage Area in 1994. However, once the Coalition Government came into power in 1996, there was little interest in World Heritage. As the leader of the Coalition Government was from South Australia, monies for on-site visitor infrastructure were funneled towards Naracoorte, the other half of the Australian Fossil Mammal Sites (Riversleigh/Naracoorte). Only minimal funds were channeled to Queensland to enhance the Riversleigh side of the World Heritage Area. A representative from the World Heritage Committee contacted the Coalition government expressing concern over the state of affairs at Riversleigh. This probably only made the situation worse. Personality clashes between particular Riversleigh stakeholders and Coalition government officials also did not aid the Riversleigh cause. Since then, funds for visitor infrastructure at Riversleigh have essentially evaporated.

In 1994, when Riversleigh was listed as World Heritage, according to interviewed experts, the Mount Isa City Council had huge expectations for world fame from the site – but quickly realised that nothing was going to happen. The Mount Isa City Council decided to promote Riversleigh on their own by building a visitor centre and museum. A Riversleigh visitor centre opened in Mount Isa in 1997, four hours away from the fossil fields. It was hoped the visitor centre would create interest in visitors stopping in Mount Isa, that it would be the gateway to Riversleigh. However, even today, visitor numbers to the Riversleigh visitor centre remain low. Of the four terrestrial World Heritage Areas in Queensland, Riversleigh is by far the most remote. The Australian

Fossil Mammal Sites (Riversleigh) has the unenviable reputation of being the 'backwater' of Australian World Heritage Areas. There is now discussion of establishing a second Riversleigh visitor centre in Townsville.

5.5.1 On-site signage at Riversleigh D site

Riversleigh contains the least on-site infrastructure of any Queensland World Heritage Area. The World Heritage Area is encircled by Boodjamulla National Park, formerly known as Lawn Hill National Park. Plate 5.1 shows the sign notifying a visitor after the 45 kilometer drive that they are approaching the Riversleigh turn-off. This sign contains both the full name of the World Heritage Area and the stripped World Heritage emblem. The outdated Lawn Hill National Park name is still used. Plate 5.2 is across from the Riversleigh car park. Both road signs are clearly visible to a driver.

Plate 5.1 Sign near Riversleigh

Plate 5.2 Sign across from Riversleigh turn-off

After parking in the designated car park, visitors walk a short track to a manmade 'interpretive cave'. Along the way the visitor encounters the first interpretive sign as shown in Plate 5.3.

Plate 5.3 First sign seen by on-site visitors at Riversleigh D Site

This initial interpretive sign includes the World Heritage brand name in the top right hand side and the full World Heritage emblem on the bottom. The first paragraph explains the World Heritage values of the site. The sign also clearly displays the correct name of the World Heritage Area: The Australian Fossil Mammal Site (Riversleigh). The text uses the Australian Fossil Mammal Site (Riversleigh) name twice and also refers to the site as the Riversleigh World Heritage Area. (The official name is now the Australian Fossil Mammal Sites). However, it also welcomes the visitor to 'MIYUMBA' which is never explained. The sign is well placed immediately beside the track in plain view. Every visitor must walk past it to move further into the site.

Plate 5.4 The interpretive cave at Riversleigh D Site

The visitor continues on the short track to the small artificial interpretive cave as shown in Plate 5.4. Immediately outside the interpretive cave, are two signs as shown in Plate 5.4. The brown sign informs visitors the fossils found here are protected by law but does not mention the site is World Heritage. The second red sign identifies the site as World Heritage, prominently uses the stripped World Heritage emblem and explains what 'outstanding universal values' the site possesses as shown in Plate 5.5.

Plate 5.5 Red sign immediately outside the Riversleigh D Site interpretive cave

One of the four large interpretive panels inside the interpretive cave explains the World Heritage concept and includes a map, albeit outdated, showing Australia's then fourteen World Heritage Areas as shown in Plate 5.6. This panel refers to the site as Riversleigh in large letters; however, the word 'MIYUMBA' is on the same line and is not explained in the panel. The full name of the World Heritage Area is given in the first lines of the text. The panel also prominently displays the full World Heritage emblem. It is important to note that at least three interpretive signs prominently display the correct name of the World Heritage Area. At least three signs also recognise the site as World Heritage. Along the short trail, every sign consistently included the full World Heritage emblem. There are approximately slightly over a dozen interpretive signs throughout the entire Riversleigh D Site.

Plate 5.6 Interpretive sign in the Riversleigh interpretive cave discussing World Heritage

5.5.2   Observations of visitors at Riversleigh D Site

Visitor observations at Riversleigh D Site were conducted for seven to ten days at a time, four times between 1 April and 31 July 2008. As visitor numbers were much lower than expected at Riversleigh. Thus, this site was the easiest location of the five study sites to collect visitor observations.

After visitors parked their vehicle, they usually walked directly up the track to the interpretive cave, most glanced without stopping at the first interpretive sign (Plate 5.3). Less than one in six actually stopped to read the sign. Most visitors glanced at

the red sign shown in Plate 5.4, but few visitors actually stopped to read the signs posted immediately outside the interpretive cave as shown in Plate 5.5. Once inside, almost every visitor read the four interpretive panels, either before or after walking the D Site track. One of these four panels was exclusively about World Heritage as shown in Plate 5.6. As it was often hot, windy and dusty outside, the Riversleigh D Site interpretive cave provided a comfortable shelter with few distractions for visitor to leisurely read the signage (King & Prideaux, 2010).

There were rarely more than six people at any one time at Riversleigh; the exception being when one of the large tour buses came thorough, a rare event. Many visitors asked the researcher questions about the site when returning the completed questionnaire. Most respondents were interested to know the correct number of World Heritage Areas in Queensland.

In summary, a very high proportion of the signs at Riversleigh prominently, consistently and repeatedly displayed the World Heritage emblem (either the full or stripped World Heritage emblem). These signs also displayed the correct World Heritage name of the site. However, the site signage also prominently displayed other names for the property including 'Riversleigh' and 'MIYUMBA.' Visitors generally read all of the interpretive signage inside the interpretive cave without any distractions.

Of the five study sites, Riversleigh respondents possessed the highest level of unaided top of mind awareness that the site they were visiting was World Heritage (49.6% as shown in Table 5.2), possessed the highest degree of recall of what the stripped World Heritage emblem represented (9.9% as shown in Table 5.5), and knew that they were visiting a World Heritage site when cued (81.5% as shown in Table 5.12). Riversleigh respondents also demonstrated the highest percentage of learning while on-site that the property they were visiting was World Heritage. The evidence for this is supported by the following findings: 65.9% (Table 5.14) of respondents knew the site was World Heritage prior to their visit and 81.5% (Table 5.12) knew it was a World Heritage Area when leaving the site, a gain of 15.6%. However, Riversleigh respondents ranked among the lowest of the five study sites in being able to correctly write the name of the World Heritage Area being visited without a cue. Only 2.9% of respondents wrote either the Australian Fossil Mammal Sites (Riversleigh) or an Australian Fossil

Mammal Sites-related response. The majority of respondents, as shown in Table 5.16, named the site as Riversleigh D Site, a related Riversleigh response or MIYUMBA.

A high percentage of on-site signs carry the World Heritage brand and emblem. Relatively speaking, a high percentage of visitors were aware the site was World Heritage and could recall what the stripped World Heritage emblem represented. Signage also carried a variety of names for the site and this is reflected in the responses tabulated in Table 5.16. These findings also correspond well with Table 5.28. The Riversleigh findings showed that 33.8% of respondents thought on-site signage made it clear to them that the site was World Heritage, the highest percentage of the five study sites. Findings suggest that for this site, questionnaire responses generally reflected the on-site signage.

5.6   Fraser Island

The Great Sandy National Park encircles Fraser Island World Heritage Area. The primary World Heritage-related branding issue identified by one of the interviewed experts was the need to maintain the brand image of Fraser Island separately from that of Great Sandy National Park. In terms of tourism, Fraser Island has much greater national and international name recognition than does Great Sandy National Park. Several experts also commented on the general tensions between the state management agency and the Federal government. This is one of the reasons World Heritage takes an obvious 'back seat' to the national park brand.

5.6.1   On-site signage at Fraser Island

Visitors can choose to arrive on Fraser Island either by barge, boat or small fixed-wing plane. There are several access points to enter Fraser Island on the barge. Once on-island visitors can travel independently in their own 4-wheel drive vehicle, be part of a commercial tour or hitchhike.

Driving to one of the primary Fraser Island access points, the investigator observed a lack of directional signage using the name Fraser Island, World Heritage or displaying the World Heritage emblem. The investigator used only one of the main barge access points throughout the study as arrangements had been made for a reduced fare with the barge operator.

The primary barge and boat entrance signs on Fraser Island are duplicates of the sign shown in Plate 5.7. As this particular sign is placed on a sandy road with a low speed limit, visitors passed this sign slowly, allowing for ample time to read the sign. However, the World Heritage Area brand is not prominently displayed and the World Heritage emblem is absent.

Plate 5.7 The first sign many visitors see on Fraser Island

Though there were numerous directional signs and warning signs to the three different Fraser Island survey sites, none of them displayed the World Heritage brand. Plate 5.8 is an example of one such directional sign.

Plate 5.8 Example of directional road signage on Fraser Island

The first survey location was Central Station, an old Fraser Island settlement with historic structures still in evidence. Placed along the back of one of the structures is a notable interpretive panel series as shown in Plate 5.9.

Plate 5.9 Interpretive signage series at Central Station on Fraser Island

The first panel contains detailed information about World Heritage, twice displays the stripped World Heritage brand mark prominently and explains the World Heritage concept. This was the only set of interpretive panels observed that emphasised the World Heritage nature of Fraser Island. As the name 'Fraser Island' is both the common name for the island as well as the name for the specific World Heritage Area, it is the only name for the general location found on-site signage. The Fraser Island name was found frequently on interpretive signage, usually more than once.

Plate 5.10 is an example of signage found near many visitor hot spots, such as Lake McKenzie and Eli Creek, the other two Fraser Island survey sites. The first panel is customised to be specific to the site with the remaining panels being duplicative

Plate 5.10 Example of signage placed beside well used tracks and visitor sites

across sites. The first panel includes a very small, easily overlooked stripped World Heritage emblem in the bottom right hand corner. This World Heritage emblem is not prominently displayed. It is easy for a visitor to overlook the World Heritage emblem on the panel. This set of panels was at the entrance of the Eli Creek boardwalk in full view. A similar set of panels was found at the Lake McKenzie study location, slightly off the main path to the lake.

5.6.2 Observations of visitors at the Fraser Island study sites

Visitor observations at Fraser Island were conducted for six to eight days at a time, four times between 1 April and 31 July 2008. Visitor observations were made on an informal basis. Central Station was the least busy site during survey days. Eli Creek was relatively busy while Lake McKenzie, where the majority of questionnaires were distributed, was extremely busy during survey days.

At Central Station, about one-third of the visitors missed the interpretive panel set located on the back of one of the historic structures (Plate 5.9) as they were not readily visible until the person incidentally walked behind the building and found them.

However, once the panel set was found, visitors took their picture beside the panels and spent time reading at least some of them. Tour groups, when present, tended to walk straight to the entrance of the Wanggoolba Boardwalk and often were not led to the interpretive panel set.

At Eli Creek Boardwalk, the signage shown in Plate 5.10 was obviously placed at the boardwalk entrance. About half of the visitors glanced at or read some of the sign when entering the boardwalk. A stripped World Heritage emblem was located inconspicuously in the bottom right hand corner of the first panel. The brand mark was easy to overlook.

The primary interpretive panel set at the Lake McKenzie site was similar to the set at Eli Creek. The panel set was placed just far enough off the track that many visitors could choose to bypass it without looking at it. At Lake McKenzie, fewer than one in ten stopped to read the panels. A number of visitors missed the sign completely because they took an alternate path to Lake McKenzie that did not contain any interpretive signs. For some visitors, the signs may have look identical to those at other locations; thus, influencing their decision not to read the sign.

Summarising the observations made on Fraser Island, less than 5% of the Fraser Island signs viewed by the investigator prominently displayed World Heritage emblem. Few signs prominently displayed the World Heritage brand name. However, all signage uniformly called the location 'Fraser Island.'

Of the five study sites, Fraser Island respondents had a relatively low top of mind awareness that the site they were visiting was World Heritage when uncued (38.5% as shown in Table 5.2). However, when cued, respondents possessed the second highest level of awareness that Fraser Island was World Heritage (67.3% as shown in Table 5.12). Moreover, 58.5% of Fraser Island respondents (as shown in Table 5.17) correctly named the World Heritage Area they were visiting unaided. Yet, Fraser Island respondents possessed an extremely low level of recall concerning what the stripped World Heritage emblem represented (1.1% as shown in Table 5.5).

Fraser Island respondents demonstrated a lack of on-site learning that the property they were visiting was World Heritage. The evidence for this statement is supported by the following findings: 68.7% (Table 5.14) of respondents knew the site was World

Heritage prior to their visit and 67.3% (Table 5.12) knew it was a World Heritage Area after at least one-half hour spent on-site. The two figures are roughly equal so visitors may not be viewing the World Heritage brand often enough to attach the information to an existing or new memory node in their brain. This point is supported by Table. 5.28 showing that only 17.8% of respondents agreed with the statement that signage made it obvious to them that the site was World Heritage.

The observations support the visitor survey findings. Few signs displayed the World Heritage emblem prominently, consistently and repeatedly. This situation facilitated and maintained the extremely low awareness of the World Heritage emblem found among Fraser Island visitors. The World Heritage brand name was not prominently displayed on most signage. The numbers are surprisingly consistent regarding those who knew the site was World Heritage before their visit (68.7%) and those who knew it was a World Heritage Area after time spent on-site (67.3%) leading to the conclusion that little on-site learning about World Heritage occurs while a visitor experiences Fraser Island. The name 'Fraser Island' is prominently, consistently and repeatedly placed on signage and this is reflected in the high percentage of respondents who knew the name of the World Heritage Area. The observations generally reflect the visitor survey findings.

5.7   Great Barrier Reef

The Great Barrier Reef is managed by the Great Barrier Reef Marine Park Authority (GBRMPA). According to the interviewed experts, GBRMPA does not actively promote the Great Barrier Reef's World Heritage brand. Additionally, according to one expert, the GBRMPA chooses not to use the World Heritage emblem in any form on any of its stationary, publications or educational materials including its web site. According to more than one interviewee, the World Heritage brand is simply not a priority with the GBRMPA. The same expert commented that they would recommend to the GBRMPA to start using the World Heritage brand more prominently, especially concerning the use of the World Heritage emblem.

The islands within the Great Barrier Reef are managed on a daily basis by QPWS. Again, experts commented, sometimes quite passionately, that the primary brand QPWS promotes is the national park brand and to a much lesser degree, World Heritage. Tensions between state management agencies and the Federal government were

mentioned by more than one expert. These tensions were, in part, a reason for not promoting the World Heritage brand.

5.7.1 On-site signage on Green Island

One of the first signs a visitor sees when they leave the dock and step onto Green Island is shown in Plate 5.11. The sign welcomes everyone to the Green Island Resort.

Plate 5.11 One of the first signs a visitor sees when stepping off the dock and onto Green Island

The entrance sign to the Green Island Boardwalk is placed far from where a visitor actually takes their first steps onto Green Island. The sign shown in Plate 5.12 was placed in a high visitor flow area, past the Green Island Resort entrance and main visitor main amenities, near the entrance of the 1.3 kilometer Green Island Boardwalk where visitors could read it leisurely. The World Heritage brand name is present but the World Heritage name is not prominently displayed. The World Heritage emblem is absent. The brand name is inconspicuously displayed.

Along the Boardwalk at least one sign as shown in Plate 5.13 identifies Green Island as a national park. Plates 5.14 and 5.15, also located on the Boardwalk, convey the island is part of the Great Barrier Reef World Heritage Area.

Plate 5.12 The first sign on the path to the Green Island nature boardwalk identifying the location as part of the Great Barrier Reef World Heritage Area

Plate 5.13 An interpretive sign along the Green Island Boardwalk identifying the site as Green Island National Park

Plate 5.14 An interpretive sign along the Green Island Boardwalk identifying the island as part of the World Heritage Area
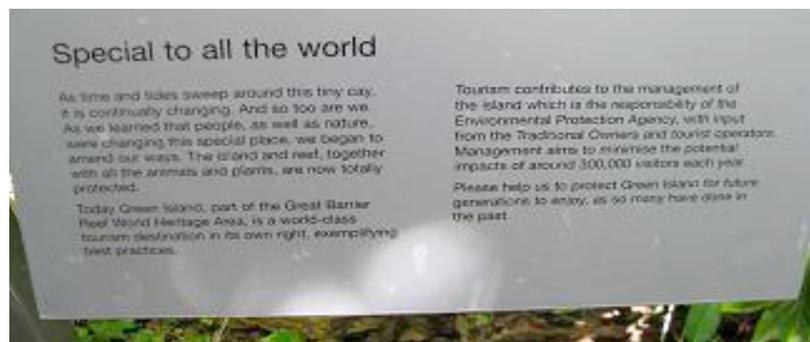
Plate 5.15 Rotatable multi-lingual sign explaining the World Heritage brand

It is interesting to note that interpretive signage on Green Island excluded the World Heritage emblem. While the interviews with experts found that GBRMPA does not use the World Heritage emblem on any of its materials; QPWS did not include the emblem on signage at this particular location either.

5.7.2   Observations of Green Island visitors

Casual visitor observations at Green Island were conducted for four to five days at a time, four times between 1 April and 31 July 2008. Visitors generally explored the Green Island 1.3 kilometer boardwalk in between snorkelling activities, purchasing lunch, visiting the crocodile farm or taking a dip in the public pool. Visitors who chose not to engage in beach or ocean activities spent time reading boardwalk signage. Many others used the boardwalk as a social venue and only stopped briefly to read small bits of different signs while socialising amongst themselves. Many different languages were heard during survey periods at this site.

Summarising the observations made on Green Island, less than 10% of the Green Island signs viewed by the investigator prominently displayed World Heritage brand name and/or World Heritage emblem. The World Heritage emblem was not evident on any signage. However, the Great Barrier Reef name was prominently displayed on a variety of signs once a visitor entered the interpretive area. The Green Island name was prominently displayed within the boardwalk interpretive area. The only resort on the island, the Green Island Resort, prominently displayed its name as well.

The observations support the findings from the visitor surveys. No signs displayed the World Heritage emblem prominently, consistently and repeatedly. Only 17.8% of respondents, as shown in Table 5.28, agreed with the statement that on-site signage made it obvious to them that they were visiting a World Heritage Area. This situation facilitated the extremely low awareness of the World Heritage emblem. Furthermore, percentages are surprisingly consistent regarding those who knew the site was World Heritage before their visit (60.5% as shown in Table 5. 14) and those who knew it was a World Heritage Area after time spent on-site (61.6% as shown in Table 5.12) again leading to the conclusion that little on-site learning about World Heritage occurs while a visitor experiences Green Island.

5.8   Gondwana Rainforests of Australia

The brand history of the Gondwana Rainforests of Australia is unique. It is the only World Heritage property in the world that has been rebranded three times in twenty-one years. Originally, the serial nomination was inscribed onto the World Heritage list as the Australian East Coast Sub-tropical and Temperate Rainforests in 1986 (DEWHA, 2008). In 1995, the brand name was changed to the Central Eastern Rainforest Reserves of Australia, but more commonly known as CERRA (pronounced Sarah). However, over time, some stakeholders increasingly complained that the CERRA name had low market awareness (New South Wales Government, 2005) and wanted the name changed. The New South Wales Government (2005) agreed and put out a consultancy contract to conduct stakeholder meetings to determine what the new name for the World Heritage Area should be. According to the experts interviewed, the consultants came up with names under the auspices of the Gondwana Rainforests Scientific and Community Advisory Committee. The Gondwana Rainforests of Australia name was chosen over the protests of the IUCN. The IUCN argued out that other places in the world could also claim to be part of Gondwana; thus, the name was a poor choice and not unique to Australia. However, in 2007, the World Heritage Committee changed the name for the third time to the Gondwana Rainforests of Australia (UNESCO World Heritage Centre, 2010b). Interestingly, even some academics were unaware of the subsequent name change and have published material under the CERRA name since the brand change (see Littlefair & Buckley, 2008; Tisdell, 2010).

5.8.1   On-site signage in the Gondwana Rainforests of Australia

The entrance sign to the Binna Burra Section of Lamington National Park within the Gondwana Rainforests still carries the former name of the World Heritage Area as shown in Plate 5.16. **All** signage in 2008 carried the former name of the World Heritage Area. No signage carried the new Gondwana Rainforest name.

Plate 5.16 The first entrance sign to Lamington National Park

The Binna Burra section of Lamington National Park also possesses a visitor centre was shown in Plate 5.17. The visitor centre contains a variety of exhibits and displays as well as a question desk staffed by park volunteers. None of the visitor centre's information included the new name of the World Heritage Area, and the old CERRA name was scarce as well.

Plate 5.17 The visitor centre within the Binna Burra section of Lamington National Park

The Gondwana Rainforests are unique among Queensland's World Heritage Areas as the location does regularly display the World Heritage emblem. In 2007, CERRA was rebranded as the Gondwana Rainforests of Australia (UNESCO, 2010b). However, all on-site signage within the Binna Burra section of Lamington National Park still carries only the CERRA name. Plate 5.16 shows the first entrance sign to the Binna Burra section of Lamington National Park. Note the CERRA name is the sign one year after the name change to the Gondwana Rainforests of Australia.

A second entrance sign inside Lamington National Park contains a variety of symbols as shown in Plate 5.18. Note the modified version of the World Heritage emblem placed on a metal backing and affixed to the sign. Plate 5.18 shows a close-up of the modified emblem with the CERRA name on it.

Plate 5.18 A second entrance sign to Lamington National Park displaying the old CERRA name

Once a visitor reaches the top parking areas inside Lamington National Park, this sign shown in Plate 5.19 is visible. Note at the very bottom it states 'Lamington National Park-World Heritage Listed.'

Plate 5.19 Directional signage near the parking areas inside the Binna Burra section of Lamington National Park

Plate 5.20 Three interpretive panels dedicated to educating about World Heritage and the universal values of the site placed only a short distance from the main kiosk. This is the only panel set which explains World Heritage in the Binna Burra Section of Lamington

Plate 5.20 shows a set of interpretive panels only a few feet from the main visitor interpretive kiosk explaining World Heritage. Along one of the short, well used tracks at the main trailhead is a series of small botanical signs containing a modified World Heritage emblem as shown in Plate 5.21.

Plate 5.21 One of a series of small interpretive signs that includes a modified World Heritage emblem in the top right hand corner along a track in Lamington National Park

Plate 5.22 A sign board near a track entrance in the Binna Burra section of Lamington National Park

Plates 5.21 and 5.22 are examples of additional signage carrying modified versions of the World Heritage emblem. Plate 5.22 is another example with the CERRA name in small print under the modified World Heritage emblem. Springbrook National Park was the second survey site within the Gondwana Rainforests. Springbrook is located about an hour's drive from the first survey site in Lamington National Park. Visitation to Springbrook is much lower than at Lamington National Park. At the Natural Arches section of Springbrook National Park, the entrance sign, as shown in Plate 5.23, was placed on the way to the upper parking lot. Thus, if visitors used the lower parking lot, they did not see the sign unless they happened to look in that direction.

Plate 5.23 The primary entrance sign to Springbrook National Park

There is a small interpretive shelter at the beginning of the Natural Arch loop track. Inside the shelter is a variety of older interpretive panels. The large panel shown in Plate 5.24 below, explains what World Heritage is and the universal values of the CERRA.

Plate 5.24 An interpretive panel inside the shelter in Springbrook National Park

At the turn off to the 20 minute loop track is the last on-site sign, as shown in Plate 5.25 that informs the reader that the Springbrook property is World Heritage. Again note the modified World Heritage emblem still including the old CERRA name.

Plate 5.25 Directional sign at the start of the loop track in Springbrook National Park. Note the modified World Heritage emblem with the CERRA name

The investigator visited Lamington National Park again in August 2010 to see if any of the signage had changed prior to completing this dissertation. No signage appeared to have changed and The Gondwana Rainforests of Australia name was still absent.

5.8.2   Observations of Gondwana Rainforest of Australia visitors

A number of visitors entering the Binna Burra section of Lamington National Park probably miss the initial entrance sign (Plate 5.16) as it is directly across from the visitor centre. Visitors may tend look towards the right hand side of the road at the visitor centre instead of left hand side at the sign. The investigator actually failed to notice this initial entrance sign until the third survey trip to Lamington National Park because her attention was always captured by looking at the visitor centre on the way to the study site. No observations were made concerning visitors and Plate 5.18. However, every vehicle must drive past this sign to enter a high use area of Lamington National Park which includes a series of parking areas.

Visitors were observed walking past and either reading or glancing at the directional sign shown in Plate 5.19. While distributing questionnaires, the investigator observed about half the visitors taking considerable time to read most of the information within the main kiosk near one of the main trailheads. However, it was also observed that a

high percentage of visitors did not take the time to read the set of World Heritage interpretive panels (Plate 5.20) immediately past the kiosk.

The investigator noticed that nearly all visitors walked past most of the small signs with different botanical information after reading the first few (see Plate 5.21). Visitors did not need to stop to read this basic sign (see Plate 5.22), but the investigator wondered how many got through the entire list before they passed it along the track.

In Springbrook National Park, the investigator only noticed a five or six people glancing up at the entrance sign above them, certainly not long enough to read all the information contained within. The directional sign was well placed at the start of the track and most visitors gave it a glance while walking by. Most visitors walked through the interpretive shelter before or after their walk around the loop track and read a great deal of the signage contained inside.

The observations support the findings from the visitor surveys. Few signs displayed the World Heritage emblem prominently, consistently and repeatedly. Only 16.2.% of respondents, as shown in Table 5.28, agreed with the statement that on-site signage made it obvious that they were visiting a World Heritage Area. This situation facilitated the extremely low awareness of the World Heritage emblem. Additionally, percentages are surprisingly consistent regarding those who knew the site was World Heritage before their visit (45.6% as shown in Table 5. 14) and those who knew it was a World Heritage Area after time spent on-site (46% as shown in Table 5.12) again leading to the conclusion that little on-site learning about World Heritage occurs while a visitor experiences the Gondwana Rainforests of Australia.

5.9   Wet Tropics of Queensland

The Wet Tropics of Queensland is another Australian World Heritage Area with a unique brand history. The Wet Tropics Management Authority (WTMA) was created in 1990 to manage the Wet Tropics of Queensland World Heritage Area (Watkinson, 2002, 2004). The WTMA designed a cassowary (a large flightless bird) and cycad leaf logo that was initially used to identify both the Wet Tropics of Queensland World Heritage Area and the WTMA. In 2002, WTMA decided to unofficially rebrand the Wet Tropics of Queensland without seeking the approval of the World Heritage Committee. The result of the well intentioned but ill-conceived marketing action plan,

were that the strategic elements of the Wet Tropics of Queensland World Heritage brand were drastically changed. Watkinson (2002, 2004) described the problems of developing the marketing action plan by the WTMA that discarded the Wet Tropics of Queensland brand name along with the World Heritage emblem and rebranded the Wet Tropics as 'Australia's Tropical Rainforest – A World Heritage Area' along with a new frog on the leaf logo.

Internal corporate ownership of the new brand was limited (Watkinson, 2002, 2004). The interviewed experts confirmed that few WTMA employees approved of the new logo. The WTMA retained the cassowary and cycad leaf logo for its own corporate purposes as shown in Figure 5.11 and adopted a new generalized frog on a leaf logo in green and orange for the Wet Tropics (Watkinson, 2002) as shown in Figure 5.12. The new frog logo was affixed to nearly a hundred informational and brown directional road signs throughout the Wet Tropics region using a light reflective format and without any associated phrases. Both the corporate cassowary and the new frog on the leaf logos were used on all printed materials and on the WTMA web site. However, only limited publicity accompanied the change. The general public had no idea what the frog on the leaf logo represented.

Figure 5.12 The original cassowary and cycad logo of the WTMA

(Source: WTMA, 2008)

Figure 5.13 The 2002-2004 Wet Tropics frog on the leaf logo with the new unofficial brand name of the World Heritage Area.

(Source: WTMA, 2007)

In 2005 the cassowary logo was reinstated and the frog logo dropped. Unfortunately, the legacy of the frog logo branding exercise lingers. Many relevant WTMA publications, downloadable internet maps and many of the informational brown roadside signs still clearly carry the frog on the leaf logo. Furthermore, in a desktop study based on Watkinson's (2002, 2004) papers, Archer, Wearing and Beeton (2007) used the Wet Tropics as an example of best practice in protected area marketing. However, in a more recent development, new brown roadside signage with the stripped World Heritage logo is slowing replacing old road signs that retain the old frog on the leaf logo.

5.9.1   On-site Signage in the Wet Tropics of Queensland

Another location with sparse on-site interpretive signage is the Mossman Gorge Section of Daintree National Park within the Wet Tropics of Queensland World Heritage Area. The rather untidy highway sign indicating where to turn off names the site as Mossman Gorge National Park (the correct name is the Daintree National Park – Mossman Gorge section) and carries the old frog on the leaf logo as shown in Plate 5.26.

Plate 5.26 Highway sign indicating to potential visitors where to turn to enter the Mossman Gorge section of Daintree National Park within the Wet Tropics of Queensland

Plate 5.27 The entrance sign to the Mossman Gorge Section of Daintree National Park

The entrance sign to the section of the Wet Tropics of Queensland World Heritage Area known as 'Mossman Gorge' is located on a curve where visitors may only easily view it while driving by (Plate 5.27). Another small sign, shown in Plate 5.28, is posted along the road below the eye level of a car passenger; however, as it is small, low to the

ground and a similar colour to the immediate jungle so is easy to miss. It is also easily obscured by traffic coming the other way, a frequent occurrence on the curvy road to the parking area.

Plate 5.28 Signage identifying Mossman Gorge as part of the Wet Tropics of Queensland World Heritage Area

At the end of the Mossman Gorge road is a paved parking area. There are two different tracks visitors can choose to take. Interpretive signage is limited on-site. Plate 5.29 shown below is near the more frequently used track. The sign mentions the name of the site once as the Wet Tropics World Heritage Area.

Plate 5.29 Signage beside one of the two track entrances at Mossman Gorge

5.9.2 Observations of Wet Tropics of Queensland visitors

All visitors to Mossman Gorge must drive by Plates 5.26, 5.27 and 5.28. However, no observations were made directly by the investigator concerning if visitors actually viewed the signs while passing them. Plate 5.29 shows the signs that were in the immediate area of where visitors were being surveyed. During the 2008 study, about half the visitors stopped and read the interpretive sign on the right side. This sign mentions the property as the Wet Tropics World Heritage Area once in the first sentence. It does not display the World Heritage emblem.

Of the five study sites, Wet Tropics respondents had a relatively low top of mind awareness that the site they were visiting was World Heritage when uncued (32% as shown in Table 5.2). However, when cued, respondents rated slightly above the average in recall that the Wet Tropics was World Heritage (61.5% as shown in Table 5.12). Yet, only 1.9 % of Wet Tropics respondents (as shown in Table 5.17) correctly named the World Heritage Area they were visiting unaided. Wet Tropics respondents also possessed an extremely low level of recall concerning what the stripped World Heritage emblem represented (0.7% as shown in Table 5.5).

Wet Tropics respondents demonstrated a slight increase regarding on-site learning that the property they were visiting was World Heritage. The evidence for this statement is supported by the following findings: 56.3% (Table 5.14) of respondents knew the site was World Heritage prior to their visit and 61.5% (Table 5.12) knew it was a World Heritage Area after at least one-half hour spent on-site. The two percentages indicate a slight increase in learning the place being visited is World Heritage while on-site. However, visitors may not be viewing the World Heritage brand often enough to create or add to an existing memory node in their brain. This point is supported by Table. 5.28 showing that only 17.4% of respondents agreed with the statement that signage made it obvious to them that the site was World Heritage.

The observations support the findings of the visitor surveys. Few signs display the World Heritage emblem prominently, consistently and repeatedly. This situation facilitated and maintained the extremely low awareness of the World Heritage emblem. The World Heritage brand name is not prominently displayed on most signage. The name 'Wet Tropics of Queensland is not prominently, consistently and repeatedly placed on signage. This situation is reflected in the very low percentage of respondents who knew the name of the World Heritage Area uncued. The on-site observations generally reflect the findings of the visitor surveys.

5.10   Summary of Findings

Chapter Five presented the findings related to Objective Three of this dissertation, *to identify the level of visitor awareness of the World Heritage brand when visiting World Heritage sites in Queensland*. Questions were formulated based on the brand awareness arm of Keller's (1993) Dimensions of Brand Knowledge model. The questions tested visitor unaided and aided recognition and recall of different aspects of the World Heritage brand. Results found over two-thirds of visitors did not possess top of mind awareness that the protected area being visited was World Heritage. Furthermore, the overwhelming majority (95.7%) of respondents were unaware of what the stripped World Heritage emblem represented uncued.

In contrast when cued, nearly 80% of respondents were familiar with the World Heritage brand in general. Over 60% of respondents indicated they knew they were visiting a World Heritage Area. Over half of respondents (57.5%) indicated they knew

before they arrived on-site that they were visiting a World Heritage site. However, findings indicated that if a visitor was unaware of the brand prior to their visit, they would probably remain unaware of the brand upon departure from the park. The Australian Fossil Mammal Sites (Riversleigh) was the only study site with substantial differences in World Heritage awareness in pre- and post- visit.

Nearly three out of four respondents indicated that they knew little about the World Heritage concept. However, over 60% of respondents were aware that World Heritage was the highest honour a protected area could receive.

Concerning top of mind awareness of the name of the specific World Heritage Area being visited, both Fraser Island and the Great Barrier Reef possessed high top of mind awareness. Only a few on-site respondents were close to correctly naming of the Australian Fossil Mammal Sites (Riversleigh) or the Wet Tropics of Queensland. Of 599 visitors queried, none could correctly name the Gondwana Rainforests of Australia.

One of the most striking aspects of this study was the presentation of the World Heritage brand inside the study sites. This study documented that in Queensland World Heritage Areas, the presentation of the World Heritage brand is poor overall. The World Heritage brand is displayed inconsistently within and across sites. Additionally, the World Heritage emblem is generally poorly placed and multiple versions of the emblem can be found within one site. In many instances, there is an interesting history leading to the degree of brand presentation. Additionally, presentation of the name of the specific World Heritage Area is also highly variable. The on-site observations confirm and explain some of the visitor survey findings. Chapter Six reports the findings on the influence of the World Heritage brand on a visitor's decision to visit, as well as, if the brand is collected by some visitors.

Chapter 6. The influence and collectability of the World Heritage brand

Chapter Six Overview

6.1   Introduction

6.2   Exploring the Influence of the World Heritage Brand in the Decision to Visit

6.3   Do Some Individuals Collect the World Heritage Brand; and if so What are Their Sociodemographics?

6.4   Summary

6.1   Introduction

Chapter Six reports the findings on the influence of the World Heritage brand on a respondent's decision to visit a World Heritage property. The degree of influence of the World Heritage brand has on a visitor's decision to visit a World Heritage branded site is a key question in Australia, one that has only been superficially investigated to date. The brand image arm of Keller's (1993) Dimensions of Brand Knowledge model (see Figure 1.2) was used as a guide in framing the survey questions.

Section 6.2 addresses Objective Four of this dissertation, *to determine the influence of the World Heritage brand in attracting visitors to World Heritage sites in Queensland.* Specifically, Section 6.2 investigates the influence of the World Heritage brand in the decision to visit, the ability of the brand to change a potential visitor's plans and the desirability of the brand in the visitor's mind.

Section 6.3 reports the study's findings on the specific subset of visitors who are greatly influenced by the World Heritage brand in the decision to visit - those who *collect* World Heritage properties as a special interest activity. This section addresses Objective Five of this dissertation, *to determine if some individuals specifically collect World Heritage sites; and if so, identify their sociodemographic characteristics.* Section 6.3 discusses issues related to World Heritage brand collection. Chi-square analyses are provided for this special interest visitor group. The complete King and Prideaux (2010) article on those who collect World Heritage sites is found in Appendix One.

As in previous chapters, World Heritage data is benchmarked against data collected in the same questionnaire about the national park brand. Chi-square tests and ANOVA results are presented. Chapter Six concludes with a summary.

6.2   Exploring the Influence of the World Heritage Brand in the Decision to Visit

Section 6.2 presents the findings of five questions specifically on the influence of the World Heritage brand in attracting visitors to World Heritage Areas in Queensland. An additional three Likert scale items probe further into respondent brand loyalty. As in previous chapters, the findings for each question are reported in aggregated form first and followed by site specific highlights. The findings for each question include a tabulated summation of data and often a figure illustrating the data. Higher statistical analyses are collated and in tabular form at the end of each subsection.

6.2.1   Influence of the World Heritage brand in the decision to visit

The first question asked respondents if the World Heritage brand influenced their decision to visit the site. A dichotomous 'yes' or 'no' question found 26.7% of survey participants across all five Queensland World Heritage Areas responded positively. See Table 6.1 for the tabulated responses.

Table 6.1 "Did the fact that this site was a World Heritage Area influence your decision to visit this place?"

	R DS		FI		GBR		GRA		WT		Cumulative	
Variable	F	%	F	%	F	%	F	%	F	%	F	%
Yes	66	39.3	124	28.0	80	26.3	104	17.8	100	36.6	474	26.7
No	102	60.7	319	72.0	224	73.7	481	82.2	173	63.4	1299	73.3
n=	168	100	443	100	304	100	585	100	273	100	1773	100
Missing	3		23		8		14		6		54	
Total	171		466		312		599		279		1827	

On a site-by-site basis, a greater percentage of Riversleigh respondents (39.3%), were more likely to be influenced by the World Heritage brand to visit compared with the other sites. Respondents visiting the Wet Tropics were second with 36.6% indicating the brand influenced their decision to visit followed by Fraser Island (28%) and Great Barrier Reef respondents (26.3%). The Gondwana Rainforest respondents were the least influenced by the World Heritage brand with only 17.8% stating the brand affected their

decision to visit the site. As a number of Gondwana Rainforest visitors were domestic and repeat visitors, this is not a surprising finding.

To provide a comparison for the World Heritage responses, the same respondents were also asked if the national park brand influenced their decision to visit. Over fifty percent (50.6%) of all respondents stated the national park brand influenced their decision to visit. Table 6.2 shows a summary of the findings.

Table 6.2 Influence of the national park brand in the decision to visit

Variable	R DS		FI		GBR		GRA		WT		Cumulative	
	F	%	F	%	F	%	F	%	F	%	F	%
Yes	97	59.9	165	37.0	100	33.1	378	64.9	154	55.8	894	50.6
No	65	40.1	281	63.0	202	66.9	204	35.1	122	44.2	874	49.4
n=	162	100	446	100	302	100	582	100	276	100	1768	100
Missing	9		20		10		17		3		59	
Total	171		466		312		599		279		1827	

The national park brand was found to have almost twice the influence overall on a visitor's decision to visit (50.6%) compared with the World Heritage brand (26.7%). Figure 6.1 compares the influence of the World Heritage brand with that of the national park brand.
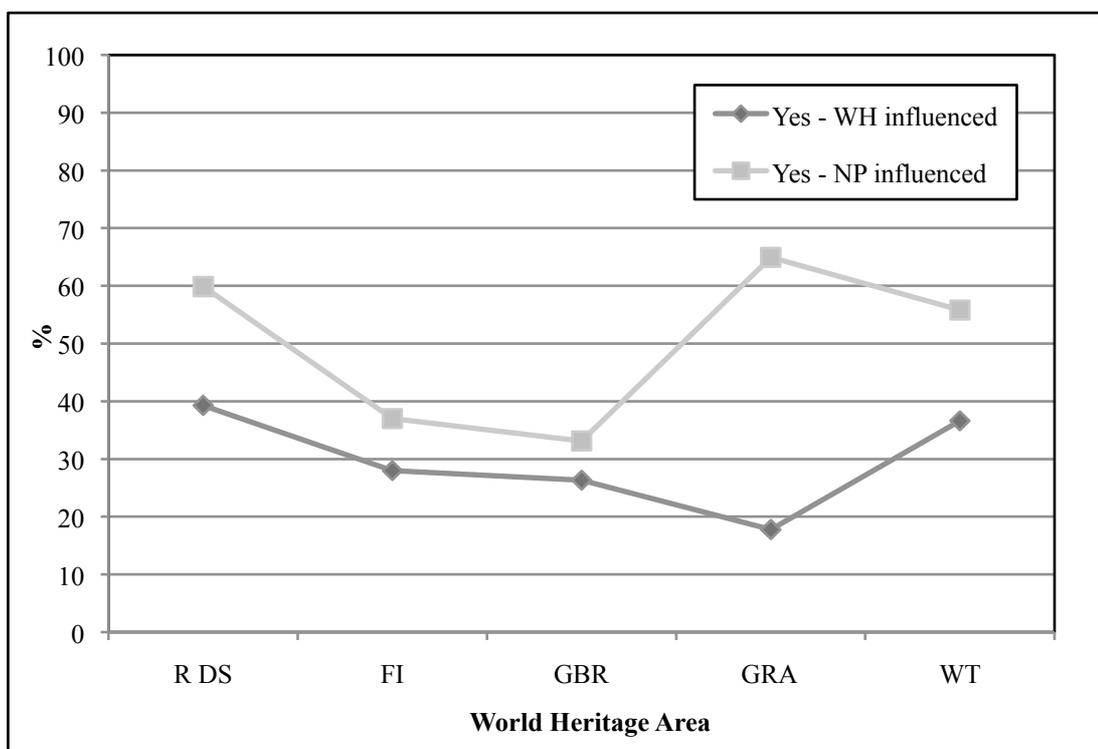
Figure 6.1 Comparison between the influence of the World Heritage and national park brands upon a respondent's decision to visit the site

Figure 6.1 clearly shows the national park brand had a greater influence on a respondent's decision to visit compared with the World Heritage brand at every study location. Another way to portray the data is with a bar graph that includes the cumulative response data. Figure 6.2 compares the influence of World Heritage and national park brands on a respondent's decision to visit an inscribed property.
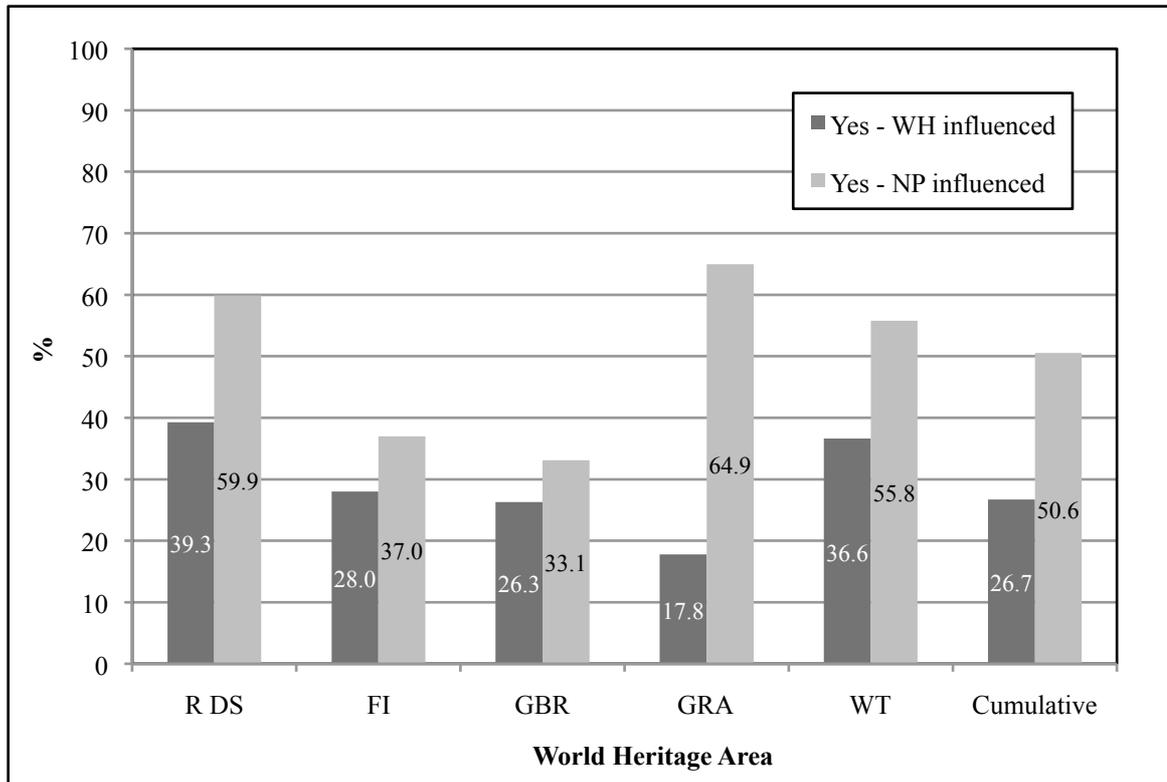
Figure 6.2 Bar graph comparing the influence of the World Heritage and national park brands on the decision to visit.

The Chi-square analyses are shown in Table 6.3. The test found a higher proportion of first time visitors were influenced by the World Heritage brand compared with visitors who had visited repeatedly ($p < .001$). A higher proportion of visitors who knew the site was World Heritage were also influenced by the World Heritage brand compared with visitors who were unaware of the site's World Heritage status ($p < .001$). A greater proportion of respondents who knew World Heritage was the highest honour a protected site could receive were also more influenced by the World Heritage brand, compared with respondents who were unaware the brand indicated an extreme honour ($p < .001$).

Table 6.3 Did the World Heritage brand influence your decision to visit this place?

Variable	Chi-square
Gender	$\chi^2(2, N=1749) = 1.935, p = .380$
Education	$\chi^2(6, N=1720) = 4.062, p = .668$
Aware WH is highest honour	$\chi^2(1, N=1722) = 56.630, p < .001$
Aware site was WH prior to visit	$\chi^2(1, N=1769) = 215.512, p = < .001$
How many times they had visited (first x / many x)	$\chi^2(1, N=1765) = 12.483, p < .001$
International travel experience	$\chi^2(1, N=1714) = 2.709, p = .100$
Australian travel experience	$\chi^2(1, N=1674) = 2.570, p = .109$
Domestic vs. overseas	$\chi^2(1, N=1748) = 1.504, p = .220$

An ANOVA $F(1, 1731) = .706, p = .401$ showed no statistical significance between a respondent's age and influence of the World Heritage brand on a decision to visit.

6.2.2 Influence of the World Heritage brand in concert with the national park brand

The second influence question asked respondents if they would be more likely to visit a national park if they knew the site was also a World Heritage Area. Table 6.4 shows the tabulated responses.

Findings show that the responses were split roughly into thirds with 37.1% of respondents indicating they would be more likely to visit, 30.9% replying they might be more likely to visit and 32.0% stating they would not be more likely to visit.

Table 6.4 Responses to the question, 'Would you be more likely to visit a national park if you knew it was also a World Heritage Area?'

	R DS		FI		GBR		GRA		WT		Cumulative	
Variable	F	%	F	%	F	%	F	%	F	%	F	%
Yes	73	44.0	136	30.4	103	34.9	226	38.7	118	43.1	656	37.1
Maybe	46	27.7	142	31.7	106	35.9	158	27.1	94	34.3	546	30.9
No	47	28.3	170	37.9	86	29.2	200	34.2	62	22.6	565	32.0
n=	166	100	448	100	295	100	584	100	274	100	1767	100
Missing	5		18		17		15		5		60	
Total	171		466		312		599		279		1827	

Figure 6.3 is a pie chart illustrating the cumulative findings of Table 6.4. Note the highest percentage were those who responded 'yes' they would be more likely to visit a national park if they knew it was also a World Heritage Area.
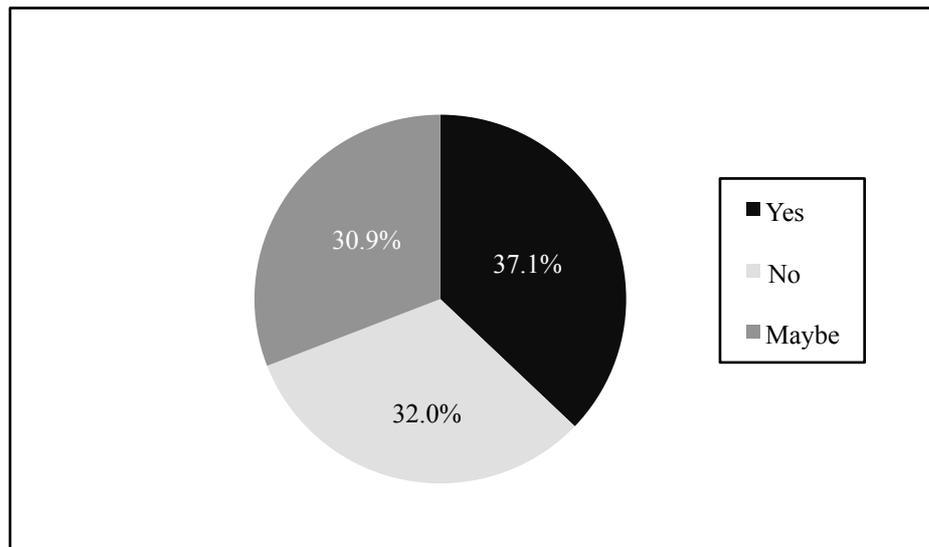
Figure 6.3 Responses to "Would you be more likely to visit a national park if you knew it was also World Heritage Area?"

Site-by-site data showed 44.0% of Riversleigh respondents would be more likely to visit a national park if they also knew it was a World Heritage Area. This was the highest percentage of positive responses across the study sites. Exactly 27.7% of respondents ticked they might be more likely to visit a national park if they knew it was also World Heritage. Riversleigh respondents who replied either 'yes' or 'maybe' represented 71.7% of the total.

Fraser Island respondents were also divided by their answers roughly into thirds. Thirty point four percent (30.4%) of respondents replied they would be more likely to visit a national park if they knew it was also a World Heritage Area. This figure was the lowest positive percentage among respondents across the study sites. Almost 32% (31.7%) indicated they might visit if they knew the site was both a national park and a World Heritage Area. The number of Fraser Island participants who replied 'yes' or 'maybe' totalled 62.1%.

Concerning Great Barrier Reef respondents, 34.9% said 'yes' they would be more likely to visit a national park if they knew it was also World Heritage while 35.9% replied 'maybe.' The total percentage of Great Barrier Reef survey participants potentially swayed by the World Heritage brand was 70.8%.

The Gondwana Rainforests data found 38.7% of respondents would be more likely to visit a national park if they knew it was also World Heritage while 27.1% indicated they might be more likely to visit if they knew the park was also World Heritage. The total Gondwana Rainforest respondents potentially swayed by the World Heritage brand was 65.8%.

Last, 43.1% of respondents within the Wet Tropics replied they would most likely visit a national park if they also knew it was World Heritage while 34.3% said they might be more likely to visit if they knew the site was also World Heritage. Thus, it appears the World Heritage brand could influence as many as 77.4% of the Wet Tropics respondents. The combined Wet Tropics response was the second highest among all the study locations. Figure 6.4 is a bar graph summarising the responses at each study site.
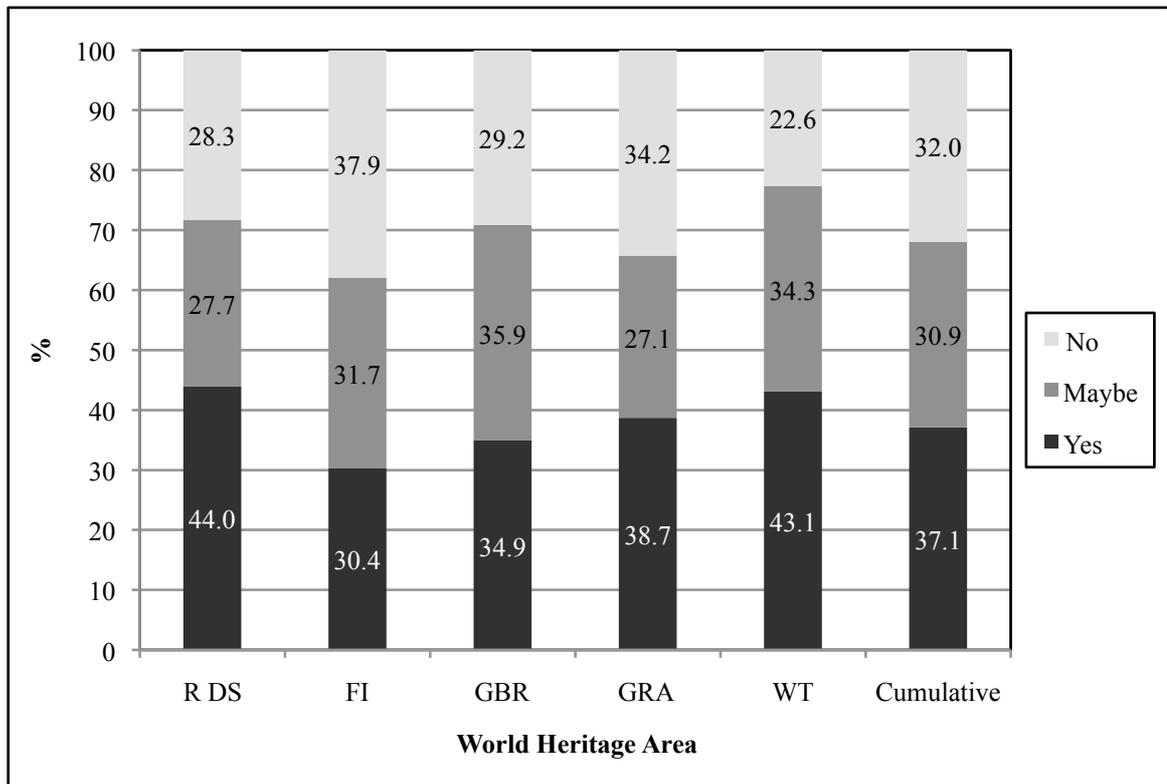
Figure 6.4 Bar graph illustrating the responses to "Would you be more likely to visit a national park if you knew it was also a World Heritage Area?"

The Chi-square analyses, shown in Table 6.5, found a higher proportion of domestic visitors would visit a national park if they knew it was also a World Heritage Area compared with overseas travellers ($p = .023$). A greater proportion of visitors who knew the site was World Heritage prior to their visit were found to also be more likely to visit

a national park if they knew it was also a World Heritage Area compared with visitors who were unaware of the site's status prior to their visit ($p = .008$). The analyses also found a higher proportion of visitors who knew the World Heritage brand was the highest honour a protected area could receive would be more likely to visit a national park if they learned it was also World Heritage compared with visitors who were unaware that World Heritage is the highest honour a protected area can receive ($p <. 001$). An ANOVA $F(2, 1727) = 7.399$, $p = .001$ showed there was statistical significance between increasing age and being more likely visit a national park if it was also World Heritage.

Table 6.5 Summary of Chi-square analyses for "Would you be more likely to visit a national park if you knew it was also a World Heritage Area?"

Variable	Chi-square
Gender	χ^2(2, N=1741) = 1.553, $p = .460$
Education	χ^2(12, N=1719) = 8.999, $p = .703$
Aware WH is highest honour	χ^2(2, N=1734) = 52.252, $p < .001$
Aware site was WH prior to visit	χ^2(2, N=1748) = 9.651, $p = .008$
How many times they had visited (first x / many x)	χ^2(2, N=1759) = 1.674, $p = .433$
International travel experience	χ^2(2, N=1711) = 1.282, $p = .527$
Australian travel experience	χ^2(2, N=1670) = 1.646, $p = .439$
Domestic vs. overseas	χ^2(2, N=1744) = 7.507, $p = .023$

6.2.3   Influence of the World Heritage brand in terms of visit length

The third influence-related question asked respondents if they would plan to visit a national park *for a longer period of time* if they knew it was also a World Heritage Area. Across all study sites, 23.3% of respondents replied 'yes' while 32.1% replied 'maybe'. Thus, the influence of the World Heritage brand is potentially as high as 55.4%. Table 6.6 provides a detailed summary of responses within and across study sites to the question, "Would you plan on visiting a National Park *for a longer period of time* if you knew it was also a World Heritage Area?"

Table 6.6 Responses to the question, "Would you plan on visiting a national park for a longer period of time if you knew it was also a World Heritage Area?"

Variable	R DS F	R DS %	FI F	FI %	GBR F	GBR %	GRA F	GRA %	WT F	WT %	Cumulative F	Cumulative %
Yes	41	24.3	136	30.4	53	17.9	120	20.6	63	22.9	413	23.3
Maybe	47	27.8	142	31.7	103	34.8	187	32.1	90	32.7	569	32.1
No	81	47.9	170	37.9	140	47.3	276	47.3	122	44.4	789	44.6
n=	169	100	448	100	296	100	583	100	275	100	1771	100
Missing	2		18		16		16		4		56	
Total	171		466		312		599		279		1827	

Figure 6.5 illustrates the data by site. Almost one in four Riversleigh respondents, (24.3%) indicated they would plan on visiting a national park for a longer period of time if they knew it was also World Heritage. Those who might stay longer comprised 27.8% of Riversleigh respondents. Interestingly, Fraser Island respondents ranked the highest on this question with 30.4% stating they would visit for a longer period if they knew a national park was also World Heritage and 31.7% indicating they might visit for a longer period of time.

Only 17.9% of Great Barrier Reef respondents were more likely to visit a national park for a longer period of time if they knew it was also World Heritage while 38.4% replied they might extend their visit. Of survey participants within the Gondwana Rainforests, 20.6% indicated they would most likely stay for a longer period of time in a national park if they also knew it was World Heritage while 32.1% indicated they might extend their stay. Last, 22.9% of Wet Tropics respondents replied they would stay longer in a national park if it also was World Heritage while 32.7% indicated they might extend their stay. Figure 6.5 shows that the total potential influence of the World Heritage brand to encourage visitors to stay for a longer period of time inside a national park may be as high as 52.1% for Riversleigh respondents; 62.1% for Fraser Island respondents; 52.7% for Great Barrier Reef respondents; 52.7% for Gondwana Rainforest respondents; and, 55.6% for Wet Tropics respondents.
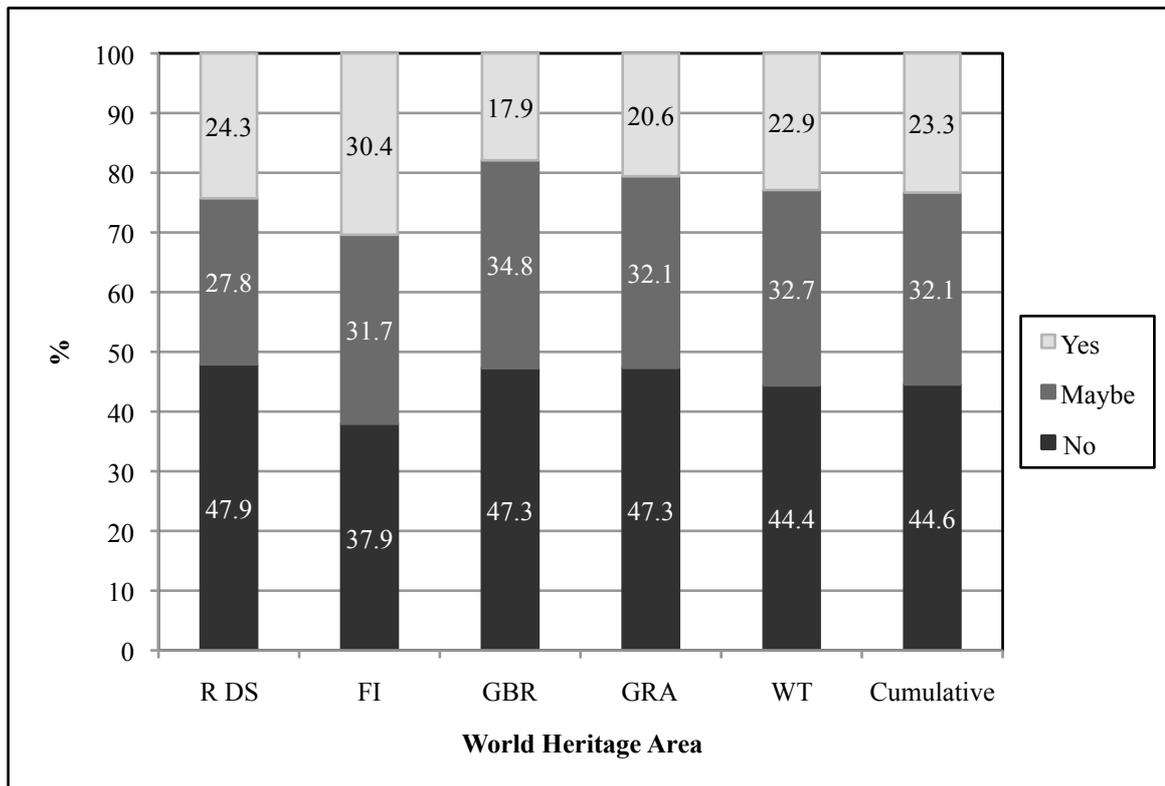
Figure 6.5 Responses to the question, "Would you plan on visiting a national park for a longer period of time if you knew it was also a World Heritage Area?"

Chi-square analyses provided some interesting results. The analyses found a higher proportion of domestic respondents would visit a national park for a longer period of time if they knew it was also World Heritage compared with overseas travellers ($p = .048$). Also, a higher proportion of respondents experienced in domestic travel would visit a national park for a longer period of time if they knew it was also World Heritage compared with those with less experience ($p < .001$). Additionally, a higher proportion of respondents who knew World Heritage is the highest honour a protected area could receive would choose to visit a national park for a longer period of time if it was also World Heritage compared with those who were unaware what the World Heritage brand represents ($p < .001$). Table 6.7 provides a summation of the Chi-square analyses. An ANOVA, $F(2, 1727) = 3.310$, $p = .037$ indicated a significant relationship between increasing age and those who would visit a national park for a longer period of time if they knew it was also World Heritage.

Table 6.7 Respondents who would plan on visiting a national park longer if they knew it was also a World Heritage Area with different variables

Variable	Chi-square
Gender	$\chi^2(2, N=1743) = 3.094, p = .213$
Education	$\chi^2(12, N=1721) = 9.846, p = .629$
Aware WH is highest honour for a protected area	$\chi^2(2, N=1736) = 40.214, p < .001$
Aware site was WH prior to visit	$\chi^2(2, N=1750) = 6.393, p = .041$
How many times they had visited (first x / many x)	$\chi^2(2, N=1762) = 2.280, p = .320$
International travel experience	$\chi^2(2, N=1710) = 2.831, p = .243$
Australian travel experience	$\chi^2(2, N=1671) = 15.849, p < .001$
Domestic vs. overseas	$\chi^2(2, N=1746) = 6.057, p = .048$

6.2.4   Influence of the World Heritage brand compared to other protected area brands

The fourth question asked survey participants if they would prefer to visit natural World Heritage Areas over other natural areas in Australia. Data across all sites found that about one-in-four respondents (25.5%) would prefer to visit a natural World Heritage Area over other types of natural areas in Australia. An additional 31.7% of respondents said they might prefer to visit natural World Heritage Areas while 42.9% stated they would not prefer to visit a natural World Heritage Area over other types of natural areas. Table 6.8 presents a detailed tabulation of responses.

Table 6.8 In general, would you prefer to visit natural World Heritage Areas over other natural areas in Australia?

Variable	R DS		FI		GBR		GRA		WT		Cumulative	
	F	%	F	%	F	%	F	%	F	%	F	%
Yes	38	23.9	110	24.7	76	25.9	154	26.6	68	24.8	446	25.5
Maybe	39	24.5	154	34.6	106	36.1	170	29.3	86	31.4	555	31.7
No	82	51.6	181	40.7	112	38.1	256	44.1	120	43.8	751	42.9
n=	159	100	445	100	294	100	580	100	274	100	1752	100
Missing	12		21		18		19		5		75	
Total	171		466		312		599		279		1827	

Examining the findings at each study location, the overall trend was remarkably consistent: about one in four respondents in each site would prefer to visit World Heritage Areas over other natural areas in Australia.

The Chi-square analyses found a higher proportion of those respondents with at least a Bachelors degree preferred to visit natural World Heritage Areas over other natural areas in Australia compared to those with less education ($p = .007$). Additionally, a

higher proportion of domestic respondents preferred to visit natural World Heritage Areas over other natural areas in Australia compared with overseas respondents (p = .002). The Chi-square analyses also found a greater proportion of travellers experienced in international travel preferred to visit natural World Heritage Areas over other natural areas in Australia compared with travellers inexperienced in international travel (p = .026). In addition, a higher proportion of travellers experienced in domestic travel preferred to visit natural World Heritage Areas over other natural areas in Australia compared with travellers inexperienced in Australian travel (p = .001). The analyses also found a greater proportion of travellers who knew that World Heritage was the highest honour a protected area could receive preferred to visit natural World Heritage Areas over other natural areas in Australia compared with those who did not know (p < .001). An ANOVA, $F(2, 1711) = 14.990$, p < .001) found a significant relationship between increasing age and preferring to visit natural World Heritage Areas over other natural areas in Australia. Table 6.9 shows the detailed Chi-square analysis for the preference to visit World Heritage Areas over other natural areas in Australia.

Table 6.9 Chi-square analyses for, "Would you prefer to visit natural World Heritage Areas over other natural areas in Australia?"

Variables	Chi-square
Gender	$\chi^2(2, N=1726) = 5.356, p = .069$
Education	$\chi^2(12, N=1705) = 27.333, p = .007$
Aware WH is highest honour	$\chi^2(2, N=1721) = 37.152, p < .001$
Aware site was WH prior to visit	$\chi^2(2, N=1737) = 2.505, p = .286$
How many times they had visited (first x / many x)	$\chi^2(2, N=1744) = 1.982, p = .371$
International travel experience	$\chi^2(2, N=1696) = 7.311, p = .026$
Australian travel experience	$\chi^2(2, N=1655) = 14.216, p = .001$
Domestic vs. overseas	$\chi^2(2, N=1729) = 12.104, p = .002$

6.2.5   Influence of the World Heritage brand to change short-term plans

The fifth question was a situational question that asked participants, "While in Queensland, if you learned a protected area reasonably close by was also a World Heritage Area, would you ***probably change your plans*** to make sure you visited it?" The question choices were, 'yes', 'no', or 'maybe'. Over a third of respondents across all five World Heritage Areas (34.4%) said 'yes' they would probably go out of their way to visit a World Heritage Area if it was reasonably close by, 29.2% said 'no' they

probably would not and 36.4% of all respondents indicated that they might go out of their way. The total potential 'pull' of the World Heritage brand for respondents was 70.8%. Table 6.10 shows the tabulation data for the influence of the World Heritage brand to potentially change plans.

Table 6.10 Data tabulation for, "While in Queensland, if you learned a protected area reasonably close by was also a World Heritage Area, would you probably change your plans to make sure you visited it?"

Variable	R DS		FI		GBR		GRA		WT		Cumulative	
	F	%	F	%	F	%	F	%	F	%	F	%
Yes	80	48.8	112	25.2	75	25.3	218	37.3	122	44.5	607	34.4
Maybe	47	28.7	176	39.6	118	39.9	208	35.6	92	33.6	641	36.4
No	37	22.6	157	35.3	103	34.8	158	27.1	60	21.9	515	29.2
n=	164	100	445	100	296	100	584	100	274	100	1763	100
Missing	7		21		16		15		5		64	
Total	171		466		312		599		279		1827	

On a site-by-site basis, 48.8% of Riversleigh respondents indicated they would go out of their way to visit a World Heritage Area, if it was reasonably close by. This was the highest percentage of positive responses among all five study sites. Only 28.7% of Riversleigh respondents stated that they might change their plans to visit a World Heritage Area.

Concerning Fraser Island respondents, 25.2% indicated they would probably change their plans if they discovered a World Heritage Area was reasonably close by. Almost 40% (39.6%) of respondents replied that they might change their plans.

Responses from Great Barrier Reef survey participants indicated 25.3% would probably change their plans to visit a World Heritage Area if they learned that one was reasonably close by. Almost 40% (39.9%) of respondents replied they might change their plans. This was the highest percentage of 'maybe' responses across all sites. The potential influence or 'pull' of the World Heritage brand among Great Barrier Reef respondents could be as high as 65.2%.

Of the Gondwana Rainforest respondents, 37.3% of them replied that they would probably change their plans to visit a World Heritage Area if it was reasonably close by while 35.6% indicated that they might change their plans. The influence of the World Heritage brand among Gondwana Rainforest respondents is potentially as high as

72.9%. Forty-four point five percent (44.5%) of Wet Tropics respondents indicated they would probably change their plans to visit a World Heritage if they learned one was reasonably close by and 33.6% of respondents indicated they might change their plans.

A Chi-square analysis provided valuable information on the influence of the World Heritage brand related to particular visitor sociodemographics. A higher proportion of females would probably change their plans to visit a World Heritage Area reasonably close by compared with males ($p = .002$). A higher proportion of domestic respondents would also change their plans to visit a World Heritage Area if it was reasonably close by compared with overseas respondents ($p < .001$). The analyses also found a greater proportion of travellers experienced in international travel would change plans for a World Heritage Area compared with travellers inexperienced in international travel ($p = .003$). A higher proportion of travellers experienced in domestic travel would also change their plans to visit a World Heritage Area reasonably close by compared with travellers inexperienced in Australian travel ($p < .001$). Additionally, a higher proportion of repeat visitors would change their plans for a World Heritage Area compared with first time visitors ($p = .025$). Additionally, the Chi-square analyses found a higher proportion of travellers who knew that World Heritage is the highest honour that a protected area could receive would change their plans compared with travellers unaware that World Heritage is the highest honour potentially bestowed upon a protected area ($p < .001$). An ANOVA, $F(2, 1724) = 16.729$, $p < .001$ found a significant relationship between increasing age and changing plans to visit a World Heritage Area if it was reasonably close by. Table 6.11 shows the Chi-square analysis on the ability of the World Heritage brand to potentially change a visitor's plans.

Table 6.11 Chi-square analyses for, "While in Queensland, if you learned a protected area reasonably close by was also a World Heritage Area, would you probably change your plans to make sure you visited it?

Variable	Chi-square
Gender	χ^2(2, N=1737) = 12.908, p = .002
Education	χ^2(12, N=1717) = 15.934, p = .194
Aware WH is highest honour	χ^2(2, N=1732) = 60.701, p < .001
Aware site was WH prior to visit	χ^2(2, N=1745) = 4.717, p = .095
How many times they had visited (first *x* / many *x*)	χ^2(2, N=1755) = 7.359, p = .025
International travel experience	χ^2(2, N=1705) = 11.912, p = .003
Australian travel experience	χ^2(2, N=1666) = 15.563, p < .001
Domestic vs. overseas	χ^2(2, N=1740) = 32.677, p < .001

6.2.6 Influence of the World Heritage brand based on Likert scale items

The next set of three statements were based on a five-point Likert scale where the respondent was asked to rate their feelings concerning a specific statement using a scale with one being 'strongly disagree', three being 'neutral' and five being 'strongly agree.' The findings for this set of questions are presented below.

6.2.6.1 "I like to visit World Heritage Areas if I can fit them into my holiday plans."

The first item was "I like to visit World Heritage Areas if I can fit them into my holiday plans. Grouping the cumulative data indicated that 20.3% strongly or slightly disagreed with the statement. Those who were neutral comprised 34.3% of the responses while 45.4% agreed either slighter or strongly. Table 6.12 shows the tabulated responses concerning the degree of brand equity of the World Heritage brand being visiting World Heritage Areas if a person could fit them into their holiday plans.

Table 6.12 Tabulation of the statement, "I like to visit World Heritage Areas if I can fit them into my holiday plans."

Response	R DS F	R DS %	FI F	FI %	GBR F	GBR %	GRA F	GRA %	WT F	WT %	Cumulative F	Cumulative %
Strongly agree	30	18.8	48	11.0	36	12.6	113	19.7	40	15.2	267	15.5
Slightly agree	45	28.1	130	29.7	76	26.6	166	28.9	98	37.1	515	29.9
Neutral	54	33.8	152	34.8	102	35.7	199	34.6	83	31.4	590	34.3
Slightly disagree	19	11.9	81	18.5	45	15.7	67	11.7	29	11.0	241	14.0
Strongly disagree	12	7.5	26	5.9	27	9.4	30	5.2	14	5.3	109	6.3
Total	160	100	437	100	286	100	575	100	264	100	1722	100

Examining the data by site, in all cases, the percentage of those who slightly agreed was significantly higher than those who strongly agreed. Grouping together data by positive responses, neutral responses and negative responses together to the statement for each site provided the findings in Figure 6.6.
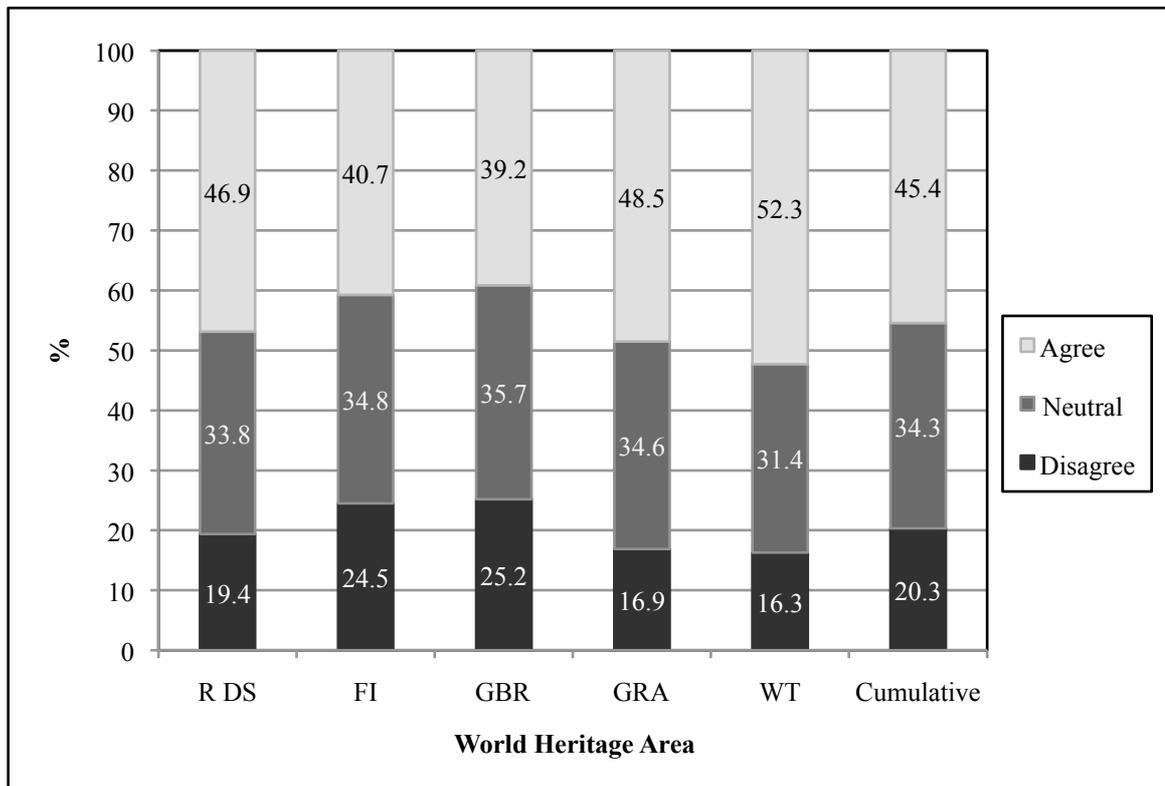
Figure 6.6 Collated responses for the statement, "I like to visit World Heritage Areas if I can fit them into my holiday plans."

A Chi-square analysis found a higher proportion of females would visit World Heritage Areas if they could fit them into their holiday plans compared with males ($p = .019$). A higher proportion of respondents with at least a Bachelors degree would also choose to visit a World Heritage Area if they could fit them into their plans compared with respondents with less education ($p = .010$). Additionally, a greater proportion of domestic respondents would include World Heritage Areas in their holiday plans compared with overseas visitors ($p = .016$). The Chi-square analysis also found a greater proportion of respondents experienced in Australian travel would include a visit to a World Heritage Areas as part of their holidays compared with those with less Australian travel experience ($p = .026$).

A greater proportion of visitors who had visited the site more than once would also visit World Heritage Areas if they could fit them into their holiday plans compared with first time visitors ($p = .021$). Moreover, a higher proportion of visitors aware this was a World Heritage Area prior to their visit would visit World Heritage Areas if they could fit them into their holiday plans compared with those unaware of the site's status ($p = .009$). A greater proportion of visitors aware that World Heritage is the highest honour that a protected area can receive would also visit a World Heritage Area if they could fit them into their holiday plans compared with those who were not aware of the honour ($p < .001$). ANOVA results $F(4, 1686) = 1.857$, $p = .116$ showed no significant relationship between the statement, "I like to visit World Heritage Areas if they fit my plans" and age. Table 6.13 shows the results of the Chi-square analyses.

Table 6.13 Chi-square analyses for the statement, "I like to visit World Heritage Areas if I can fit them into my holiday plans."

Variable	Chi-square
Gender	$\chi^2(4, N=1703) = 11.850$, $p = .019$
Education	$\chi^2(24, N=1682) = 43.015$, $p = .010$
Aware WH is highest honour	$\chi^2(4, N=1696) = 35.478$, $p < .001$
Aware site was WH prior to visit	$\chi^2(4, N=1701) = 13.565$, $p = .009$
How many times they had visited (first x /many x)	$\chi^2(4, N=1715) = 11.608$, $p = .021$
International travel experience	$\chi^2(4, N=1676) = 2.877$, $p = .579$
Australian travel experience	$\chi^2(4, N=1637) = 11.016$, $p = .026$
Domestic vs. overseas	$\chi^2(4, N=1705) = 12.214$, $p = .016$

6.2.6.2 *"World Heritage means it is something I must see if I am in the area"*

The second Likert scale item was "World Heritage means it is something I must see if I am in the area." Grouping together the cumulative data showed that 37.0% of respondents indicated they strongly or slightly disagreed with the statement. Those who were neutral comprised 34.7% of the responses while 28.3 % agreed either slighter or strongly. Table 6.14 shows the findings for the question, "World Heritage means it is something I must see if I am in the area."

Table 6.14 Tabulation of the statement, "World Heritage means it is something I must see if I am in the area."

Response	R DS		FI		GBR		GRA		WT		Cumulative	
	F	%	F	%	F	%	F	%	F	%	F	%
Strongly agree	30	18.6	37	8.6	19	6.7	50	8.8	19	7.3	155	9.1
Slightly agree	51	31.7	70	16.2	40	14.1	106	18.7	60	23.2	327	19.2
Neutral	41	25.5	148	34.3	110	38.9	210	37.0	81	31.3	590	34.7
Slightly disagree	20	12.4	118	27.4	73	25.8	148	26.1	70	27.0	429	25.2
Strongly disagree	19	11.8	58	13.5	41	14.5	54	9.5	29	11.2	201	11.8
Total	161	100	431	100	283	100	568	100	259	100	1702	100

Gathering the site date into three groups - those who agreed, those who were neutral and those who disagreed with the statement, "World Heritage means it is something I must see if I am in the area" provided the findings shown in Figure 6.7.
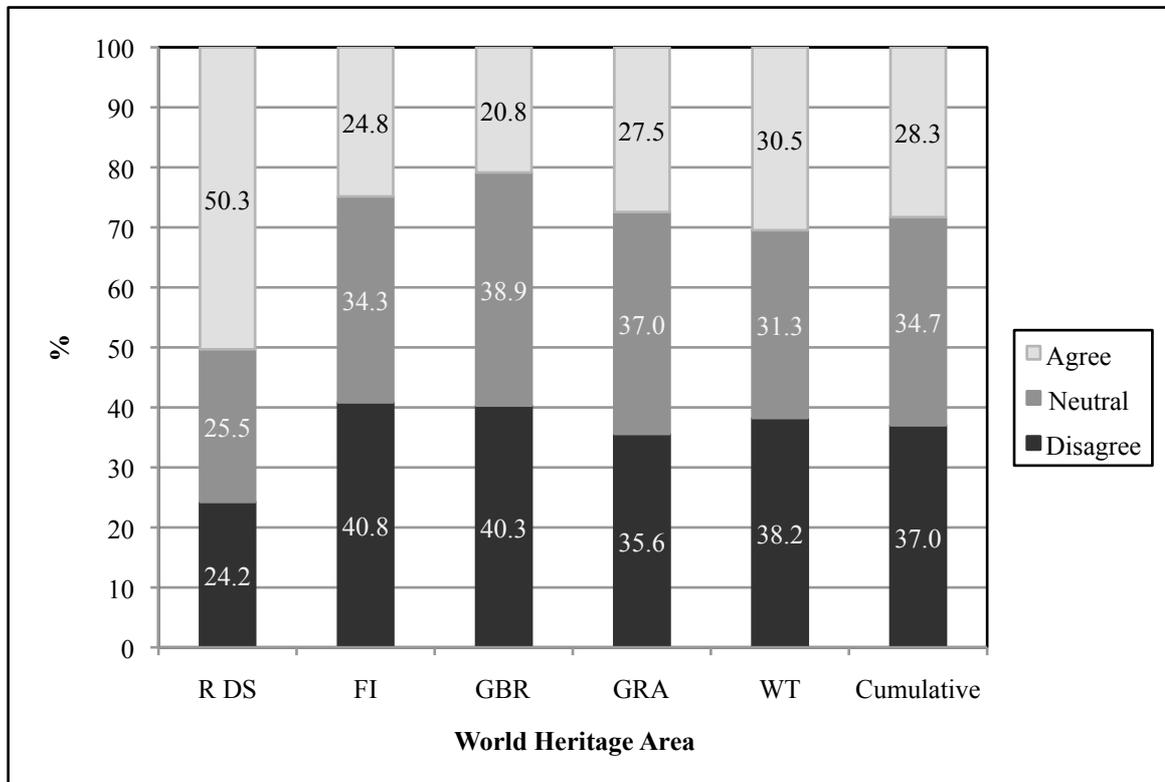
Figure 6.7 Responses to the statement, "World Heritage means it is something I must see if I am in the area."

A Chi-square analysis found a higher proportion of respondents with more formal education indicated that World Heritage is something they must see if they are in the area compared with respondents with less formal education (p = .047). A higher proportion of domestic respondents also indicated World Heritage means it is something they must see if they are in the area compared with overseas visitors (p = .019). Additionally, a greater proportion of respondents experienced in Australian travel

indicated World Heritage is something they must see if they were in the area compared with those with less Australian travel experience ($p < .001$). A greater proportion of visitors aware of the site was World Heritage prior to visiting also indicated World Heritage means it is something they must see if they were in the area compared to those who were not aware of the site's status prior to their visit ($p = .001$). The Chi-square analyses also found a higher proportion of visitors aware that World Heritage is the highest honour indicated that World Heritage means it is something they must see if they are in the area compared with those who were unaware that World Heritage is the highest honour a protected area could receive ($p < .001$). An ANOVA found a significant relationship between increasing age and World Heritage means it is something that is a 'must see' if in the area $F(4, 1667) = 5.951, p < .001$.

Table 6.15 Collated responses regarding the statement, "World Heritage means it is something I must see if I am in the area."

Variable	Chi-square
Gender	$\chi^2(4, N=1683) = 5.884, p = .208$
Education	$\chi^2(24, N=1664) = 36.718, p = .047$
Aware WH is highest honour	$\chi^2(4, N=1678) = 73.303, p < .001$
Aware site was WH prior to visit	$\chi^2(4, N=1681) = 18.231, p = .001$
How many times they had visited (first x / many x)	$\chi^2(4, N=1694) = .755, p = .994$
International travel experience	$\chi^2(4, N=1658) = 4.436, p = .350$
Australian travel experience	$\chi^2(4, N=1620) = 22.847, p < .001$
Domestic vs. overseas	$\chi^2(4, N=1685) = 11.828, p = .019$

6.2.6.3 *"I go out of my way to visit World Heritage Areas."*

The third Likert scale item was "I go out of my way to visit World Heritage Areas." The grouping the cumulative data showed that 34.5% indicated that they strongly or slightly disagreed with the statement. Those who were neutral comprised 16.7% of the responses while 48.8% agreed either slighter or strongly. Table 6.16 displays the findings for this question.

Table 6.16 Responses to "I go out of my way to visit World Heritage Areas."

Response	R DS F	R DS %	FI F	FI %	GBR F	GBR %	GRA F	GRA %	WT F	WT %	Cumulative F	Cumulative %
Strongly agree	18	11.4	20	4.7	8	2.8	35	6.1	14	5.4	95	5.6
Slightly agree	27	17.1	49	11.4	26	9.1	70	12.3	38	14.6	210	12.3
Neutral	48	30.4	112	26.0	87	30.5	189	33.2	88	33.8	524	30.8
Slightly disagree	37	23.4	148	34.4	99	34.7	182	31.9	75	28.8	541	31.8
Strongly disagree	28	17.7	101	23.5	65	22.8	94	16.5	45	17.3	333	19.6
Total	158	100	430	100	285	100	570	100	260	100	1703	100

Site-by-site data found the highest percentage of respondents who agreed slightly or strongly (28.5%) that they go out of their way to visit World Heritage Areas were those from Riversleigh. Respondents from Fraser Island (57.9%) and the Great Barrier Reef (57.5%) were least likely to go out of their way to visit a World Heritage Area.
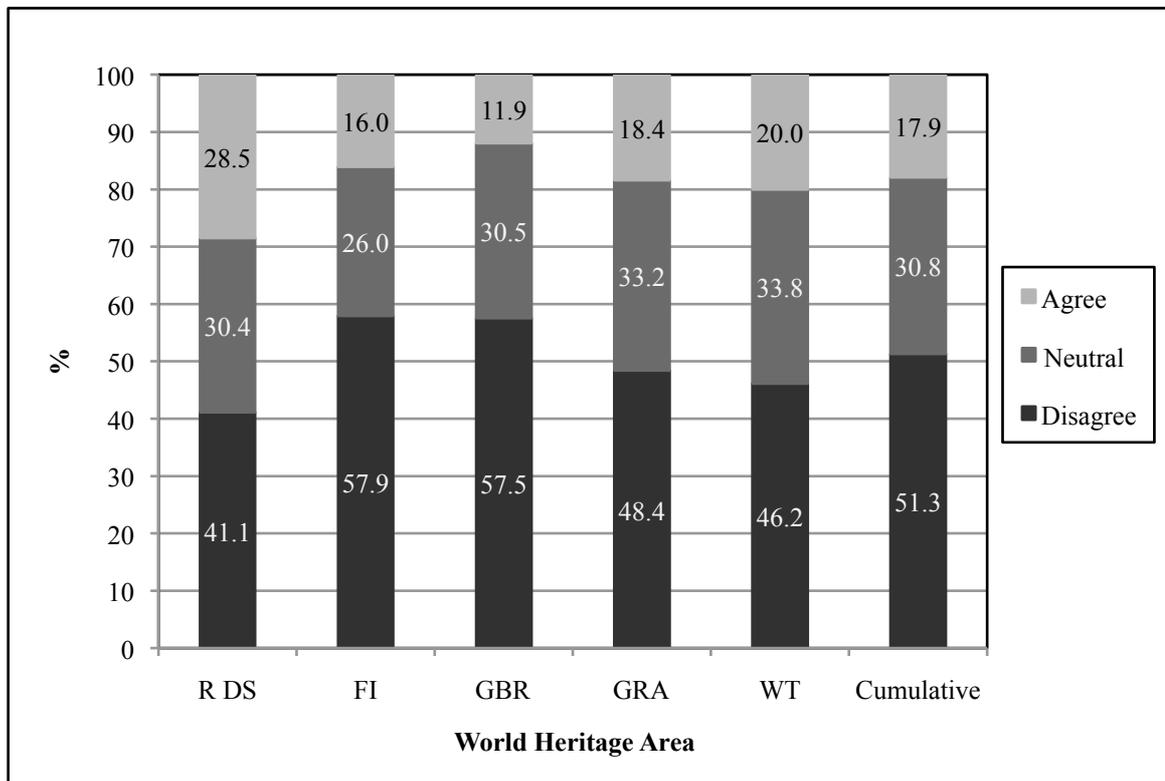
Figure 6.8 Collated totals to the statement, "I go out of my way to visit World Heritage Areas."

A Chi-square analysis found a greater proportion of respondents with at least a Bachelors degree indicated they would go out of their way to visit World Heritage Areas compared with respondents with less educational experience ($p = .007$). A higher proportion of domestic respondents also indicated they would go out of their way to

visit World Heritage Areas compared with overseas visitors ($p = .003$). The analysis found a higher proportion of respondents experienced in Australian travel would go out of their way to visit World Heritage Areas compared with those with less Australian travel experience ($p < .001$). Furthermore, a higher proportion of visitors aware the site was a World Heritage Area prior to visiting indicated they would go out of my way to visit World Heritage Areas compared with those who were not aware of the site's status ($p < .001$). The Chi-square analysis found a higher proportion of respondents who were aware that the World Heritage brand was the highest honour a protected area could receive also indicated they would go out of their way to visit World Heritage Areas compared with those who were unaware that the brand was the highest honour a protected site could receive ($p < .001$). ANOVA showed there was a significant relationship between increasing age and those who indicated that they would go out of their way to visit World Heritage Areas $F(4, 1668) = 5.729$, $p < .001$. Table 6.17 presents the Chi-square findings.

Table 6.17 Chi-square analyses regarding the statement, "I go out of my way to visit World Heritage Areas."

Variable	Chi-square
Gender	$\chi^2(4, N=1684) = 4.366, p = .359$
Education	$\chi^2(24, N=1664) = 44.391, p = .007$
Aware WH is highest honour	$\chi^2(4, N=1677) = 69.879, p < .001$
Aware site was WH prior to visit	$\chi^2(4, N=1682) = 36.538, p < .001$
How many times they had visited (first x / many x)	$\chi^2(4, N=1695) = 3.506, p = .477$
International travel experience	$\chi^2(4, N=1659) = 9.203, p = .056$
Australian travel experience	$\chi^2(4, N=1622) = 26.303, p < .001$
Domestic vs. overseas	$\chi^2(4, N=1686) = 16.135, p = .003$

6.2.7 Influence of the World Heritage brand based on desirability

This pair of questions asked visitors which protected area brands made a site more desirable - national park or World Heritage. The national park brand was used as a benchmark against which to compare World Heritage findings. The first question provided either a 'yes' or 'no' choice to the question, "Is this protected area a more desirable place to visit because it is a national park?" Over sixty percent of respondents (62.9%) across all the study sites agreed the site was a more desirable place to visit because it was a national park. Only 37.1% of respondents felt the national park brand

did not make the site a more desirable place to visit. Table 6.18 shows the full tabulation of findings.

Table 6.18 "Is this protected area a more desirable place to visit for you because it is a national park?"

Desirability	R DS %	FI %	GBR %	GRA %	WT %	Cumulative %
Yes	63.9	53.0	54.5	74.1	64.2	62.9
No	36.1	47.0	45.5	25.9	35.8	37.1
n=	166	447	303	583	274	1773
Missing	5	19	9	16	5	54
Total	171	466	312	599	279	1827

The site-by-site data found that 74.1% of respondents in the Gondwana Rainforests found the national park brand to make the place a more desirable location to visit. Riversleigh and the Wet Tropics came in second with approximately the same percentages 63.9 and 64.2% respectively. Those study sites with the lowest percentage of respondents who thought the protected area they were visiting was a more desirable place to visit because it was a national park were from Fraser Island (53.0%) and the Great Barrier Reef (54.5%).

The follow-up question asked, "Is this protected area a more desirable place to visit because it is a World Heritage Area?" The findings are tabulated in Table 6.19. Nearly 53% (52.9%) of respondents stated the protected area they were visiting was a more desirable place to visit because it was a World Heritage Area while 47.1% indicated the brand did not make it a more desirable place to visit. Table 6.19 shows the tabulated responses.

Table 6.19 "Is this protected area a more desirable place to visit for you because it is a World Heritage Area?"

Desirability	R DS %	FI %	GBR %	GRA %	WT %	Cumulative %
Yes	54.8	52.7	51.5	49.8	59.8	52.9
No	45.2	47.3	48.5	50.2	40.2	47.1
n=	166	448	301	580	276	1771
Missing	5	18	11	19	3	56
Total	171	466	312	599	279	1827

Examining the data by individual World Heritage Area yielded some interesting findings. The highest percentage of respondents who agreed the site was more desirable because it was a World Heritage Area were those from the Wet Tropics with 59.8%

while the highest percentage of those who disagreed with the statement were those respondent at the Gondwana Rainforests study sites with 50.2%. Table 6.20 shows the Chi-square analyses for the question, "Is this protected area a more desirable place to visit for you because it is a World Heritage Area?"

Table 6.20 Analyses to the response, "Is this protected area a more desirable place to visit for you because it is a World Heritage Area?"

Is protected area more desirable because it is WH compared with	Chi-square
Gender	χ^2(1, N=1742) = .015, p = .901
Education	χ^2(6, N=1718) = 7.937, p = .243
Aware WH is highest honour	χ^2(1, N=1722) = 40.160, p < .001
Aware site was WH prior to visit	χ^2(1, N=1767) = 38.450, p < .001
How many times they had visited (first *x* /many *x*)	χ^2(1, N=1763) = 5.705, p = .017
International travel experience	χ^2(1, N=1712) = 4.340, p = .037
Australian travel experience	χ^2(1, N=1670) = .554, p = .457
Domestic vs. overseas	χ^2(1, N=1745) = 1.332, p = .248

A Chi-square test found a higher proportion of respondents who knew that World Heritage is the highest honour a site could receive also considered the site a more desirable place to visit because it is a World Heritage Area compared with respondents unaware that World Heritage is the highest honour *(p < .001)*. Additionally, a greater proportion of respondents aware the site was World Heritage prior to the visit also considered the site a more desirable place to visit because it is a World Heritage Area compared with respondents unaware the site was World Heritage prior to the visit *(p < .001)*. A larger proportion of first time visitors also considered the site a more desirable place to visit because it is a World Heritage Area compared with repeat visitor respondents *(p = .017)*. A higher proportion of experienced international travellers considered the site a more desirable place to visit because it is a World Heritage Area compared with respondents inexperienced in international travel *(p = .037)*. The ANOVA showed no significant relationship between increasing age and World Heritage Area being a more desirable place to visit *F*(1, 1727) = 1.983, *p* = .159.

6.3 Do Some Individuals Collect the World Heritage Brand And If So, What Are Their Sociodemographics?

Section 6.3 reviews the data collected for Objective Five, "*do some individuals collect World Heritage Areas; and if so, what are their sociodemographics?*" The findings are discussed below.

As shown in Chapter Two, Section 2.7, there was a virtual absence of literature on individuals who collect destinations and places. There was also a lack of empirical data regarding the socio-demographic characteristics of these individuals. This study found that 13% of on-site respondents identified themselves as World Heritage collectors. The *Journal of Vacation Marketing* article discussing the findings further is located in Appendix One. The Chi-square findings concerning World Heritage collectors, while not surprising, are presented below.

The Chi-square analyses found a higher proportion of respondents who self-identified as World Heritage collectors were influenced by the World Heritage brand to visit the site compared with respondents who did not collect World Heritage $\chi^2(1, N = 1101) = 57.953, p < .001$. A higher proportion of those who collected World Heritage were aware that it was the highest honour a protected area could receive $\chi^2(1, N = 1110) = 10.150, p = .001$ compared with those who did not collect. In this study, a higher proportion of World Heritage collectors are overseas visitors compared with Australian travelers ($p = .001$). The analyses also found a greater proportion of those who collected World Heritage Areas would also be more likely to visit a national park if they knew it was also World Heritage compared with those who did not collect World Heritage $\chi^2(2, N = 1113) = 49.785, p < .001$. Additionally, a higher proportion of World Heritage collectors would visit a national park a longer period of time if they knew it was also World Heritage compared with those who do not collect World Heritage $\chi^2(2, N = 1115) = 98.449, p < .001$. A higher proportion of World Heritage collectors also preferred to visit natural World Heritage Areas over other natural areas in Australia compared with those who do not collect World Heritage $\chi^2(2, N = 1105) = 51.858, p < .001$. Additionally, a greater proportion of World Heritage collectors would change their plans to visit a protected area if they learned it was also World Heritage if it was reasonably close by compared with travellers who do not collect World Heritage $\chi^2(2, N = 1111) = 43.426, p < .001$. As expected, the analyses also showed a higher proportion of visitors who collect World Heritage would visit World Heritage Areas if they could fit them into their holiday plans compared with those who did not collect World Heritage Areas $\chi^2(4, N = 1118) = 255.396, p < .001$. A higher proportion of visitors were World Heritage collectors indicated that World Heritage means it is something they must see if they were in the area compared with those who did not collect such properties $\chi^2(4, N = 1106) = 167.373, p < .001$.

Additionally, a higher proportion of respondents who collected World Heritage Areas indicated that they would out of their way to visit World Heritage Areas compared with those who did not collect World Heritage Areas χ^2(4, N = 1106) = 229.955, p < .001. Last, a higher proportion of respondents who collect World Heritage Areas indicated the World Heritage brand influenced their decision to visit the site compared with those who did not collect World Heritage Area χ^2(4, N = 1100) = 141.689, p < .001. Thus, the data supports the common sense characteristics an investigator would expect World Heritage collectors to possess.

6.4   Summary of Findings

Chapter Six examines the influence of the World Heritage brand on a visitor's decision to visit a World Heritage Area in Queensland, Australia. These questions were guided by Keller's (1993) model on the Dimensions of Brand Knowledge. The findings show that the World Heritage brand influences a significant number of visitors in Queensland. Across all five World Heritage Areas, more than one in four respondents (26.7%) was influenced by the World Heritage brand to visit the site in which they were being surveyed. Additionally, 37.1 % of respondents answered they would be more likely to visit a national park if they knew it was also World Heritage while 23.3% replied they would plan to visit a national park for a longer period of time if they knew it was also World Heritage. Moreover, about one in three respondents (34.4%) indicated they would probably change their plans to visit a World Heritage Area if they discovered one was reasonably close by. Furthermore, 25.5% of respondents would prefer to visit natural World Heritage Areas over other natural areas in Australia. The three Likert scale items showed varying degrees of brand loyalty towards World Heritage. However, 45.4% of respondents strongly (15.5%) or slightly agreed (29.9%) that they liked to visit World Heritage Areas if they could fit them into their holiday plans. Additionally, 28.3% of respondents strongly agreed (9.1%) strongly agreed or slightly agreed (19.2%) that World Heritage meant it was something they must see if they were in the area. Over half of respondents (52.9%) agreed that the protected area they were visiting was a more desirable place to visit because it was a World Heritage Area.

Focusing on the data from individual World Heritage Areas, a variety of interesting findings emerged. Unexpectedly, about one in four respondents (25.5%) in each study location answered they would prefer to visit natural World Heritage Areas over other

protected areas in Australia. Riversleigh respondents were the most influenced to visit the site because it was World Heritage branded (39.3%) while those visiting the Gondwana Rainforests were the least influenced by the brand (17.8%) to visit the site. Riversleigh respondents were also more likely to visit a national park (44.0%) if it was also branded World Heritage. Riversleigh respondents (48.8%) would also be the group most likely to change their plans if, while on holiday, they learned a World Heritage Area was reasonably close by. ANOVAs found a consistent relationship between increasing age and the influence of the World Heritage brand.

Demonstrating remarkable consistency, 30.4% of Fraser Island respondents indicated they would be more likely to visit a national park if they knew it was World Heritage; and, stay for a longer period of time (30.4%), if they knew a national park was also World Heritage listed. Fraser Island and the Great Barrier Reef respondents, with nearly identical percentages (25.2% and 25.3% respectively), were the least likely to change their plans to visit a World Heritage Area.

Chi-square analyses found a higher proportion of first time visitors were influenced by the World Heritage brand to visit compared to repeat visitors. Those aware that the site was World Heritage prior to their visitor were influenced by the brand to a greater degree than those who were unaware of the brand. A higher proportion of those visitors who knew that World Heritage was the highest honour a protected area could receive were also influenced by the brand more than those visitors who lacked such knowledge.

Furthermore, the statistical analyses determined that domestic respondents were more likely to visit a national park if they knew it was also a World Heritage branded compared with overseas travellers. Additionally, those experienced in domestic travel would visit a national park for a longer period of time compared to those with less domestic travel experience. Last, those who identified themselves as World Heritage collectors were strongly influenced by the World Heritage brand in every question provided.

Chapter 7.   Discussion and Implications of Findings

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Chapter Seven Overview

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7.1   Introduction

The aim of this study was to investigate the role of the World Heritage brand in attracting visitors to protected areas in Queensland, Australia. Chapter Seven discusses the implications and conclusions of this research within the broader literature. The chapter begins with Section 7.2, discussing Objective One, *to develop a practical framework on the roles protected site brands play for their primary stakeholders*. After a brief overview of the research gaps, the section introduces a framework based on a synthesis of previous material identified in the literature to create a new 'Protected Site Brand Framework.' This practical framework outlines the roles performed by major protected site brands for their primary stakeholders. The Protected Site Brand Framework is one of several contributions of this research to the literature.

Section 7.3 discusses Objective Two, *to create a set of standardised, comparable data sets across Queensland World Heritage Areas and demonstrate the benefits of such monitoring efforts at the state level*. This section advances the literature by discussing the findings of the first visitor monitoring programme implemented across all five of Queensland's World Heritage Areas. The implications of key findings are discussed.

Section 7.4 discusses the implications and conclusions of the findings based on Objective Three, *to identify the level of visitor awareness of the World Heritage brand when visiting World Heritage sites in Queensland, Australia*. The section begins by identifying and listing the difficulties in communicating the World Heritage brand within the state. This list was developed by the investigator during the course of the study and is an additional contribution to the literature. This section examines findings based on major visitor sociodemographic subgroups – domestic and overseas visitors, experienced and inexperienced travellers, education level; and, brand awareness and knowledge. The lack of communication between the stripped World Heritage emblem and the viewer is discussed. The implications concerning visitor awareness of the World Heritage brand name in general and top of mind awareness of the specific site names are also covered. Table 7.3 presents an additional contribution to the literature by showing the stages of a visitor's journey through a World Heritage Area and the potential opportunities for management to present and communicate the brand to them.

Section 7.5 discusses Objective Four, *to gauge the influence of the World Heritage brand in attracting visitors to World Heritage sites in Queensland*. This section discusses the implications and conclusions based on the influence of the World Heritage brand among different visitor sociodemographic groups. It also examines the relationship between the World Heritage and national park brands. This section advances the literature by being the first in-depth study on this subject in Queensland.

Section 7.6 presents the implications from the findings of Objective Five, *to determine if some individuals specifically collect World Heritage sites; and if so, identify their sociodemographic characteristics*. This study provides a contribution to the literature by being the first published empirical study that examines if some people collect World Heritage Areas. The full discussion is found in the *Journal of Vacation Marketing* article by King and Prideaux (2010) in Appendix One.

The remainder of Chapter Seven covers the implications of research findings for theory, policy and practice. The chapter describes the limitations and implications of the methodology used in this study. Further research opportunities are also discussed. A conclusion ends Chapter Seven and this dissertation.

7.2   The Roles of Protected Site Brands

One of the contributions of this dissertation to the literature is a fresh synthesis of previously published material into a new Protected Site Brand Framework. The literature review found that the acknowledgement of protected site names as brands commenced in earnest in 2000. The review also identified two possible reasons authors have been slow to accept protected site categories and specific site names as brands. Figgis (1999) comments that the language of marketing may appear to overly commodify a valued and treasured resource. Ryan and Silvanto (2009) point out that some protected area professionals may find using marketing terminology towards cherished protected area name categories or site specific names distasteful. A second reason why many have been slow to acknowledge protected site categories and specific names as brands, as Larderel (2002) and Eagles and McCool (2003) observed, may be that many protected site managers have little training or interest in business or marketing. After noting an underappreciation by some protected area professionals regarding the brands under their charge in Queensland, the investigator conducted a literature search to find a simple, practical framework on the 'jobs' conducted by protected site brands for stakeholders. While Kapferer (1997) and Keller (2003), using differing terms and categories, offered the most substantial lists on the roles played by commercial brands for their stakeholders, the investigator found little written specifically on the roles of protected site brands.

Frequently, the literature developed lists concerning the societal benefits of parks (Eagles & McCool, 2000; Pigram & Jenkins, 2006), with elements, when viewed by a particular stakeholder, that could be described as brand roles. The literature review also found partial lists of protected site brand roles (Hall & Piggin, 2003; UNESCO, 2008b; Ryan & Silvanto, 2009). While many additional elements for inclusion within the framework were found scattered repeatedly throughout a plethora of articles, little attempt had been made to consolidate the roles of major protected site brands into a single practical framework useful to the brand's stakeholders. Thus, the literature

review found that while many protected site brand roles had been identified, few had been acknowledged as an actual role played by the brand.

The absence of such a framework in the literature could be a factor in the current lack of prominent World Heritage branding within designated sites in Queensland. The investigator believed such a framework would convey the rationale for supporting protected site brands as an important element in any management plan. Thus, an easy to read framework, specifically outlining the roles a protected site brand plays for their primary stakeholders was created to aid practitioners and others in their appreciation of the functions of a properly managed brand.

7.2.1 The Protected Site Brand Framework

The Protected Site Brand Framework, shown in Table 7.1, draws from a variety of sources in the marketing and protected site literature. Framework headings were identified in various forms by Hall and Piggin (2003), UNESCO (2008b) and Ryan and Silvanto (2009). As previously stated, many elements within the framework were found as general statements scattered across the literature. Others were gathered from lists identifying some of the benefits of protected areas; but, when closely examined could also be viewed as specific roles of a brand (Eagles & McCool, 2000). The investigator added additional elements previously overlooked and then constructed the framework.

Protected area brands do more than announce a property is protected in perpetuity. They perform a variety of important but often underappreciated roles and functions for their primary stakeholders. Table 7.1 introduces the Protected Site Brand Framework. The framework helps stakeholders, academics and practitioners better appreciate the roles played by a protected site brand. Sections 7.2.1 through 7.2.6 explain the framework by stakeholder category. Section 7.2 fulfils Objective One of this study, *to develop a practical framework on the roles protected site brands play for their primary stakeholders.*

Table 7.1 The Protected Site Brand Framework

The Protected Site Brand Framework: Identifying the roles played by protected site brands				
Site Users	**Managers**	**Entrepreneurs**	**Communities**	**Governments**
Identifies brand category and site specific name	Evidence of agency's overall mission	Source of general revenue	Means of generating employment opportunities	Means of or towards legally protecting & conserving site
Communicates the property is protected	Transmits the ethos of the brand to the agency	Provides point of differentiation & competitive edge	Mechanism for improved regional planning & management	Catalyst for local & regional development programmes
Assigns responsibility for on-site experience	Means of legally protecting & conserving site	Means to encourage best practice	Mechanism for infrastructure improvements	Means to increase employment opportunities
Signals quality level of the site	Means of site identification	Delineates commercial practices	Means to increase local & regional investment	Means for capacity building at all levels
Communicates the integrity & authenticity of site	Signals quality level of the site	Visitor attractor	Mechanism to grow local & national pride & prestige of site	Means towards strengthening international pride & prestige
Bestows site with unique associations	Endows site with unique associations among stakeholders	Catalyst for increased marketing efforts	Means to educate communities on site values	Means to generate taxable revenues
Promotes specific behaviours & emotions	Visitor attractor	Higher profile in some niche markets	Promotes stewardship of site	Signals care towards environmental/cultural protection
Signals site possesses certain values	Source of financial returns		Means to heighten international awareness of area	Demonstrates political will to provide for future generations
Signals availability for certain recreational & educational uses	Promotes behaviours & emotions beneficial to management objectives		Increase in business revenues due to tourism	Mechanism to strengthen overall international & national identity
Risk reducer in site choice	Provides competitive advantage & leverage among agencies		Catalyst for social change in environmental attitudes & beliefs	Means to acquire external funds & expertise to help develop site
Transmits its ethos to the viewer	Mechanism for improved site level planning		Means to strengthen interest in traditional cultures & conservation methods	Means to further international linkages over time through a variety of processes
	Mechanism to manage resource extraction			Engages State Party & international community if site is threatened
	Fosters research			Visitor attractor
	Means to encourage best practices			Acts as a symbolic device
	Delineates commercial uses			

7.2.2   The roles of protected site brands for the visitor

As shown in Table 7.1, protected site brand categories, such as World Heritage or national park, perform many useful roles and functions for a visitor. The brand identifies the protected site category in which the specific property has been placed and differentiates it (Kapferer, 1997; Keller, 2003) amidst the crowd of protected area categories (Chape et al., 2003). The protected site brand communicates to the visitor that the place is protected. The brand also assigns responsibility for the on-site experience to a specific contactable agency that the visitor can turn to for queries and issues (Keller, 2003). Rigorous branding processes helps some protected site brands, such as World Heritage, stand out from the crowd as a signal of quality (Kapferer, 1997; Keller, 2003; Hall & Piggin, 2003; Fyall & Radic, 2006; Beck, 2006). A visitor to a World Heritage site will have higher expectations for the visit than a site possessing a less prominent brand such as a state forest or city reserve (Shackley, 1998).

One of the roles of a protected site brand is to communicate authenticity and integrity (Keller, 2003) based on how the site is managed and its visitor-based brand equity. A role of the brand includes bestowing the site with unique associations based on the visitor's past experiences with the brand, what the visitor has heard and feels about the brand, and their exposure to its marketing campaign (Keller, 2003). For example, when the World Heritage aware visitor views the emblem on a road sign or in a brochure, the person may recall past personal activities that occurred within a similar inscribed property and choose to visit the particular World Heritage Area at hand. Another role is to promote specific visitor behaviours and emotions (Kotler & Gertner, 2002). Thus, the brand category may remind the visitor not to litter, encourage a visitor to remember to walk only on the trails, not to disturb wildlife or be respectful of others visiting the site. Most protected site brands announce the property's availability for some type of visitor recreational and educational use. In some countries, the brand may announce additional privileges or restrictions acknowledged by managing entities. Moreover, a protected site brand signals to a visitor that the property possesses particular values (UNESCO World Heritage Centre, 2008). A protected site brand acts as a risk reducer in selecting a location to visit (Keller, 2003). Visitors learn over time which brands fulfil their wants and needs and which ones do not. Thus, based on its brand equity, the person may choose to visit (Keller, 1993). Finally, a role of a protected site brand is to transmit the overall ethos of the brand to visitors (Kapferer, 1997).

7.2.3　The roles of protected site brands for management entities

Table 7.1 also shows the numerous roles protected site brands perform for management agencies. A role of a protected site brand is to provide evidence that a management agency is using its resources wisely towards achieving its overall mission (UNESCO World Heritage Centre, 2008b). A major protected site brand transmits the ethos of the brand to the agency charged with its management. Conferring particular brands is also a means of legally protecting and conserving the singular features and organisms found within the property (Leask, 2006; Kapferer, 1997; Keller, 2003). Assigning the site a specific brand is a mechanism for identifying the locality for administrative (Keller, 2003) and public use functions by the agency charged with managing the property. The brand is also a signal of the property's quality level (UNESCO, 1972; Luly & Valentine, 1998; Keller, 2003, UNESCO World Heritage Centre, 2008b). For example, management may place more visitor infrastructure inside properties with highly recognised and socially valued brands than those possessing a lesser known brand. The brand may endow a property with unique associations that management can use to further its goals amongst other stakeholders. For example, a management agency may be able to curb high impact development schemes immediately outside of the park by drawing on associations in the mind of the community leaders, of buffer zones and other types of sustainable development frequently found near such areas. The brand a protected site possesses also identifies the site for particular types of public use; thus, it attracts visitors for recreational, educational or other appropriate purposes. A protected site brand is a source of financial returns (Kapferer, 1997; Keller, 2003) for the management agency via additional grant and funding opportunities, partnerships, concessions, in-kind contributions and gate receipts. Protected site brands evoke specific visitor behaviours and emotions (Kotler & Gertner, 2002) beneficial to management objectives. For example, knowledge that a park is World Heritage encourages visitors to read interpretive signage, act appropriately and better appreciate the overall experience.

Particular protected site brands, such as national park or World Heritage, provide leverage and an overall competitive advantage when applying for funding or when avoiding budget cuts. Particular brands can also serve as a catalyst for devising improved site-level management strategies (Leask, 2006). In relation to World Heritage,

the brand signifies to the management agency that it must hold to the highest standards to maintain the values of the site as the property is recognized by international entities as possessing irreplaceable resources. Thus, major protected site brands are a mechanism for improved site level management plans (Eagles & McCool, 2000) that encourage best practice and restrict some commercial uses. Protected site brands can also be used to foster research within a particular site.

7.2.4   The roles of protected site brands for entrepreneurs

Protected site brands play a diversity of roles for entrepreneurs as shown in Table 7.1. For entrepreneurs operating within or near a protected property, an increasingly important role of a protected site brand is to generate general business revenues (Keller, 2003). Thus, socially valued protected site brands provide a point of differentiation and a competitive advantage (Kapferer, 1997; Keller, 2003; Leak & Fyall, 2006) over similar businesses not associated with a protected site brand. Another role of protected area brands is to encourage best practice among park concessionaires and area businesses which may or may not operate in the park. The brand usually restricts some commercial uses within the property. Particular protected area brands provide marketable intangible associations advantageous to entrepreneurs operating within and adjacent to the property. Well known protected area brands frequently generate a higher level of visitation to a branded property (Weiler & Seidl, 2004; Morgan, 2006; Fredman, Friberg & Emmelin, 2007) and attract a wider range of visitors than lesser known or valued brands, providing entrepreneurs opportunities to increase their sales and service base. Obtaining a well known protected site brand for an area generally results in increased marketing efforts at all levels and an overall higher profile among some domestic and international markets.

7.2.5   The roles of protected site brands for communities

For communities, as Table 7.1 shows, protected area brands have a wide range of roles. Establishing a protected site is a means of stimulating employment opportunities (Environment Australia cited in Hall & Piggin, 2003; UNESCO World Heritage Centre, 2008b) inside the designated property and in neighbouring communities. Thus, these brands are often used as a catalyst for improved regional planning and management as well as local or regional infrastructure improvements (Hall & Piggin, 2003). They may also attract investment by entrepreneurs who would not have invested in the area

without the presence of the brand. Another role of many protected site brands, such as World Heritage, is to grow community pride and prestige (Environment Australia cited in Hall & Piggin, 2003) concerning the site while educating residents about the site's values. A protected site brand fosters community stewardship towards the site. Furthermore, a role of protected site brands, in some instances, is to increase international awareness of the area.

Protected site brands acts as a means to foster social change regarding environmental attitudes and beliefs. In some parts of the world, the award of a protected site brand reignites or strengthens interest in local indigenous cultures and the practice of traditional conservation methods (Shackley, 1998).

7.2.6   The roles of protected site brands for governments

Protected site brands play a number of roles for governments as shown in Table 7.1. They are a means to legally protect and conserve the site. They also often act as cornerstones for local and regional development programmes (Shackley, 1998) and are used as a means to increase employment opportunities. Another role of some protected site brands is build local and regional capacity at all levels. Particular brands, such as World Heritage, are a means of strengthening national pride and international prestige (Leask, 2006; UNESCO World Heritage Centre, 2008b) that can turn into an overall nation building activity. Protected sites can act as a potential generator of taxable revenues for government (UNESCO World Heritage Centre 2008b). As the income of existing businesses increases due to tourism and entrepreneurs establish new businesses, government revenues increase. Designating protected areas signals care towards environmental or cultural protection while demonstrating the political will to provide for future generations. The establishment of certain protected site brands is used as a mechanism to strengthen a country's overall international and national identity (Hall & Piggin, 2003; Eagles, 2007; UNESCO World Heritage Centre, 2008). The role of some protected area brands includes attracting external funds (UNESCO World Heritage Centre, 2008b) to support particular projects within the protected property. Managing protected sites appropriately over time can be a means to further international linkages. A brand such as World Heritage, can engage the State Party government if the site is threatened for any reason and rally international assistance (UNESCO World Heritage Centre, 2008b). Of course, State Parties often use the World Heritage brand as a visitor

attractor (Drost, 1996; Shackley, 1998; Hall & Piggin, 2003). Furthermore, some protected site brands, such as World Heritage, act as a symbolic device, announcing to the world that the country contains unique and irreplaceable natural and cultural resources which merit international recognition and protection (UNESCO, 1972; Fyall & Radic, 2006; UNESCO World Heritage Centre, 2008b; Keller, 2008).

7.3 The development and analysis of standardised, comparable data sets across Queensland World Heritage Areas to demonstrate the benefits of such monitoring efforts

This section discusses Objective Two, *to create a set of standardised data sets across Queensland World Heritage Areas and demonstrate the benefits of such monitoring efforts at the state level*. The literature review for this study found a need for systematic, periodic and repeated monitoring of protected areas to provide park managers with the information they need to make informed decisions. The benefits of these types of visitor monitoring efforts are well known as shown by the list compiled by Bushnell and Griffin (2006) located in Section 2.7 of this dissertation. The review of the available literature found a lack of any kind of visitor monitoring data across all five World Heritage Areas in Queensland, a wide research gap. Based on the available literature, this study appears to be the first to conduct visitor monitoring across all five of Queensland's World Heritage Areas using the same survey instrument. Additionally, this study is one of the first to collect visitor data for the Australian Fossil Mammal Sites (Riversleigh). The findings presented in the results chapters have already provided a number of examples demonstrating the broad benefits of such data collection efforts.

Additional key findings are presented that possess significant marketing and management implications. Based on this data, marketing and management strategies can be adjusted to better address visitor needs or encourage different demographics to visit.

- Each World Heritage Area in Queensland attracts a distinctive and unique set of visitor age demographics, with the Great Barrier Reef and the Wet Tropics of Queensland being the most similar.

- The highest percentage of Queenslanders visiting a study site were found inside the Binna Burra section of Lamington National Park within the Gondwana

Rainforests of Australia while the highest percentage of domestic visitors were found in the Australian Fossil Mammal Sites (Riversleigh).

- The highest percentage of international visitors was found on Fraser Island while the lowest percentage of international visitors was found at the Australian Fossil Mammal Sites (Riversleigh).

- The lowest percentage of repeat visitors was found within the Australian Fossil Mammal Sites (Riversleigh) while the highest was within the Gondwana Rainforests of Australia.

- The lowest percentage of families with children under the age of sixteen was found on Fraser Island while the Great Barrier Reef was found to have the highest percentage of visiting families.

- Those with the highest self-rated level of domestic travel experience were found visiting the Australian Fossil Mammal Sites (Riversleigh) while Fraser Island visitors self-rated with the lowest level of domestic travel experience. The Fraser Island finding confirms the suspicions held by Cooper and Erfurt (2004) that visitors to Fraser Island were generally inexperienced in domestic travel.

In summary, systematic and periodic visitor monitoring across Queensland World Heritage Areas provides valuable information for the agencies charged with their management and other stakeholders to act upon. This study illustrates some of the possible benefits of such data collection for protected site stakeholders in Queensland as given in Table 2.3. Thus, this section fulfils Objective Two, *to create a set of standardised, comparable data sets across Queensland World Heritage Areas and demonstrate the benefits of such monitoring efforts at the state level.*

7.4 Visitor Awareness of the World Heritage Brand in Queensland

Section 7.4 discusses the implications of Objective Three, *to identify the level of visitor awareness of the World Heritage brand when visiting World Heritage sites in Queensland.* The section begins by outlining the difficulties in communicating the World Heritage brand across Queensland. Lists of this nature are valuable to academics, professionals and practitioners outside the state who may not fully appreciate the unique situation encountered in Queensland.

According to Keller's (1993) Dimensions of Brand Knowledge, brand awareness consists of two parts, brand recognition and brand recall. Thus, Section 7.4 discusses the findings regarding different aspects of visitor awareness of the World Heritage brand. Visitor awareness of the stripped World Heritage emblem and top of mind awareness of the specific name of the World Heritage property being visited are explored first. Findings concerning visitor awareness of the brand category and site specific World Heritage name are examined next. A review of potential means for increasing World Heritage brand awareness are presented in Table 7.2 and briefly discussed. Table 7.3 models a visitor's potential exposure to the World Heritage brand during an on-site experience. Section 7.4 ends with a summary of the study's findings related to Objective Three.

7.4.1 Difficulties in developing visitor awareness of the World Heritage brand in Queensland

Another contribution this study makes to the literature is the identification of the difficulties in developing visitor awareness of the World Heritage brand in Queensland. While Tisdell (2010) provides a list for the likely reasons for sluggish growth in visits to World Heritage listed Australian properties; the list does not address impediments towards effectively communicating the World Heritage brand. However, several authors (Hall & Piggin, 2003; Fyall & Radic, 2006; Beck, 2006; Ryan & Silvanto, 2009) have noted the uneven presentation of the World Heritage brand from site to site and across countries.

Queensland faces a unique combination of challenges in conveying the World Heritage brand to visitors. Queensland's World Heritage Areas span the length and breadth of a state of over 1,727,200 square kilometers. The difficulties in effectively communicating the World Heritage brand in Queensland became apparent during this research. A list of the difficulties in communicating the World Heritage is presented below.

- The size of some Queensland's World Heritage Areas allows for hundreds of access points. This situation makes it virtually impossible for management agencies to communicate to a park user that they are entering a World Heritage Area at every possible point of entry.

- The fragmented nature of some Queensland World Heritage Areas makes it difficult and costly for management to make effective visitor contact across all properties; and, for visitors to understand the relationship between distinctly separate sites encircled within a single World Heritage brand name.

- The number of agencies involved in the management of particular World Heritage Areas makes coordinating efforts daunting.

- The number of different land tenures and agreements within many World Heritage Areas adds additional levels of bureaucracy.

- Some Queensland World Heritage Areas cross state boundaries, adding additional layers of coordination and bureaucracy between agencies.

- Some properties are prone to damage in weather events such as cyclones, seasonal flooding, etc. making it difficult to maintain the visitor infrastructure already in place or justify the need for additional infrastructure.

- Low visitor numbers at some World Heritage sites allow cash-strapped agencies to justify channelling funds elsewhere.

- Changes in Federal and state governments often lead to changes in agency priorities that affect communicating the World Heritage message to the public.

- A lack of agency personnel trained in marketing and branding has led to ineffective branding exercises.

- The lack of understanding by agency personnel that branding and marketing can be a pro-active visitor management tool, aiding the overall goals and objectives of an agency charged with managing a World Heritage property has led to a number of missed opportunities to better articulate and transfer the World Heritage message to the public.

- Working with the agencies that control road sign installation and/or modification can be a long-term, politically time-consuming task; thus, hampering World Heritage branding efforts.

- The lack of emphasis placed by tourism marketers and management agencies in conveying a consistent World Heritage message in effective formats has created, in some instances, weak linkages between the public and specific World Heritage site names.

- The presentation of an inconsistent brand hierarchy confuses park users.

- The lack of accurate, up-to-date visitor data leads to best guesses by management agencies when developing long term brand strategies.

- The lack of long term, comprehensive brand strategies and plans across Queensland World Heritage Areas has led to the uneven presentation of the World Heritage brand within and across sites.

This list helps the reader understand the constraints and difficulties Queensland's protected area manager's face when trying to communicate the World Heritage brand. Identifying the impediments is an initial step towards addressing some of these issues.

7.4.2   Visitors and the stripped World Heritage emblem

The World Heritage brand mark is a shorthand means to announce to the public a site is World Heritage listed. Prior to this study, there had been little published work regarding visitor awareness of the World Heritage emblem, especially on the stripped World Heritage emblem. This study advances the literature to a small extent as explained in Chapter Two, by introducing new vocabulary for the World Heritage emblem where none previously existed. The terms 'the World Heritage emblem' or 'the full World Heritage emblem' refers to the brand mark encircled with the phrase *World Heritage* in three different languages as seen in Figure 2.1. The version of the World Heritage emblem without the encircling phrases was unnamed (Figure 2.2). This study named this version as 'the stripped World Heritage emblem.'

This study also examined unaided visitor recognition and recall of the stripped World Heritage emblem. The only comparable work on this question has been conducted by Hergesell (2006) researching the full World Heritage emblem using an unaided question. Hergesell (2006) found only six percent of 72 respondents in Dresden's Elbe Valley World Heritage site recalled as having previously seen the full World Heritage emblem. Hergesell's (2006) results are a good fit with this study's findings. Only eight percent of the 1827 respondents in this study remembered as having previously seen the

stripped World Heritage emblem. Only four point three percent (4.3%) could correctly recall unaided what the stripped World Heritage emblem represented. This study's findings clearly indicate the stripped World Heritage emblem is not communicating any World Heritage messages to visitors – it is silent when the overwhelming majority of visitors view it.

The plates in Chapter Five clearly show use of the full or stripped World Heritage emblem across Queensland World Heritage Areas to be at best erratic and at worst nearly invisible. As argued by Keller (1993), this situation does not allow a memory node of sufficient strength to be created in the viewer's mind in which to place the World Heritage brand information. King (2010a) suggests that the World Heritage brand must be used 'prominently, consistently and repeatedly' in order to be placed in the visitor's long term memory.

Additionally, through the interviews with various experts, the investigator discovered that the Great Barrier Reef Marine Park Authority does not use the World Heritage emblem in any form on any of its materials. Queensland Parks and Wildlife does place the brand mark on some signage on some Great Barrier Reef islands. However, this situation would explain why visitors to the Great Barrier Reef study site had the lowest level of recognition (2.9%) of the stripped World Heritage emblem across all five study sites. Only 1.3% of respondents could correctly recall what the brand mark represented.

Figure 7.1 Brand marks representing World Heritage evident in Queensland in 2008

(Sources: Figures a, c, d, e and f derived from images taken by the author; Figure b obtained from Campbell Clarke, personal comm., 19 March 2007).

Of the four remaining World Heritage sites, the Australian Fossil Mammal Sites (Riversleigh), Fraser Island, the Gondwana Rainforests of Australia and the Wet Tropics of Queensland, none of them used any World Heritage brand mark on on-site signage prominently, consistently and repeatedly as suggested by King (2010b). These four World Heritage Areas used at least two versions of the brand mark – the full and stripped World Heritage emblem. Figure 7.2 shows the World Heritage brand marks apparent in the study sites in 2008. The Gondwana Rainforests of Australia was found to hold the greatest number of variations of the World Heritage emblem – at least four. Figure 7.2c, d, e and f shows the World Heritage brand marks evident upon on-site signage at or near the study sites within the Gondwana Rainforests of Australia. One of the modified versions of the brand mark, Figure 7.2e, still retains the former CERRA name, and is commonly used within the Gondwana Rainforests study sites. Figure 7.2f was found on a set of botanical interpretive signs along a short track within the Binna Burra study site within the Gondwana Rainforests of Australia. Included in this set is the no longer actively used frog on the leaf brand mark representing Australia's Tropical Rainforests (the temporary rebranding of the Wet Tropics of Queensland).

However, this brand mark, though usually faded, is still obvious on road and interpretive signage throughout much of the Wet Tropics of Queensland.

The investigator observed when the full World Heritage emblem was used on signage, the emblem was typically placed near the bottom of the sign and the encircling emblem phrases were so small the words were difficult to read. Both Ries and Ries (1998) and Wheeler (2009) argue that any words associated with an emblem must be legible for it to begin to be effective in communicating its message.

To summarise, the job of a brand mark is to communicate to the viewer a variety of messages using its minimal means (Murphy, 1990; Keller, 2003; Wheeler, 2009). This study makes a significant contribution to the literature by determining that the stripped World Heritage emblem, in common usage within Queensland World Heritage Areas, is not communicating its unique message to on-site visitors who view it. It is silent. Research towards Objective Three found that the stripped form of the World Heritage emblem does **not** contribute to visitor awareness of the World Heritage brand in Queensland. This situation is partly due to the failure of the emblem being prominently, consistently and repeatedly used by management agencies on signage with accompanying interpretation (King 2010a).

7.4.3   Visitor awareness of the World Heritage brand category

There has been little in-depth research concerning visitor awareness of the World Heritage brand within natural World Heritage Areas. Though Marcotte and Bourdeau (2006) and Yan and Morrison (2007) conducted in-depth research on the World Heritage brand at cultural World Heritage sites; to date, only Reinius and Fredman (2007) have conducted in-depth research on visitor awareness of the World Heritage brand in a natural World Heritage Area. Marcotte and Bourdeau (2006) and Hergesell (2006) conducted real time on-site research; however, in both instances it was within a cultural World Heritage site. Reinius and Fredman (2007) conducted an in-depth study at a natural World Heritage Area. Their methodology, however, did not include collecting data while the visitor was on-site; but instead months later, post-visit. As the studies found in the literature are a mix of such different methodologies spread across such vastly different locations - Sweden, Germany, Canada and China – drawing meaningful international comparisons across the data to apply towards this research is a

thorny exercise. What is evident is that visitors to the World Heritage Areas researched to date, generally possess a relatively high level of awareness that the site they are visiting is World Heritage branded when cued. Queensland is no different. Exactly 57.5% of visitors within Queensland World Heritage sites knew they were visiting a World Heritage property prior to their visit when cued. This study's finding is almost identical to the finding of Reinius and Fredman (2007). Reinius and Fredman found that 57.6% of their respondents knew that Laponian was World Heritage prior to their visit. Whether the similarity between the two findings is a random coincidence, a significant relationship, an artifact related to survey design or social bias is a question for further research.

However, as 57.5% of visitors to Queensland World Heritage Areas were aware of the brand prior to their visit; and, only 59.7% were aware of the brand after spending at least thirty minutes on-site, led the investigator to conclude only a small number of visitors were learning the property was World Heritage while on-site. This conclusion is supported by the plates in Chapter Five, showing the erratic presentation of the World Heritage brand within on-site signage across Queensland's World Heritage Areas. This presentation is apparently so uneven that, as argued by Keller (1993), it does not allow a memory node of sufficient strength to be created in the viewer's mind in which to place the brand information such that it can be recalled easily. King (2010b, p. 3) asserts, "The World Heritage brand should be displayed prominently, consistently and repeatedly in order for the visitor to 'see' it and become familiar with it." As noted by Keller (1993) and others, the greater the exposure the more likely the visitor will recognise and recall the World Heritage brand as having been seen previously. However, as noted in Chapter Five, this research found that across all study locations about one in three visitors (34.2 %) possessed top of mind awareness that the site they were visiting was World Heritage. In other words, about one in three visitors were aware and could easily recall that the protected site they were visiting was World Heritage without a memory cue.

In summary, research towards Objective Three found that cued visitor awareness of the World Heritage brand to be relatively high and uncued awareness to be relatively low. Importantly, the research found that few visitors learned a site was World Heritage during a visit. The exception to this statement is the Australian Fossil Mammal Sites

(Riversleigh) where over 15% of visitors appeared to learn the site was World Heritage during a visit.

7.4.4 Visitor awareness of the specific World Heritage site name

For the investigator, one of the most interesting aspects of this study dealt with visitor awareness of the specific name of the World Heritage Area being visited, an area that had not been previously researched. This study found the Gondwana Rainforests of Australia to be unique among Queensland's five World Heritage Areas. Of the 599 respondents inside the Gondwana Rainforests of Australia, **not one visitor** knew the name of the World Heritage Area they were visiting. What is striking about this finding is that the Gondwana Rainforests also had one of the highest percentages of domestic respondents in the study (89.4%) and the highest percentage of repeat visitors (62.3%). The clear implication is that not only Australians, but regional and local residents, are completely unfamiliar with the Gondwana Rainforests of Australia brand. One could argue that the respondents failed this open question because they remembered and wrote down the former name of the World Heritage Area, the CERRA, as the property had only been rebranded in 2007, one year prior to this study. However, only 1% of respondents wrote an approximation of the former name of the World Heritage Area on the blank line provided. The CERRA name had been in use since 1994 (UNESCO, 2010b). Chester and Bushnell (2005) note that the CERRA name had low brand recognition, even after eleven years of use. This entire situation might appear surprising until the plates in Chapter Five, Section 5.8 are inspected closely. Upon scrutiny, not a single sign carries the Gondwana Rainforests of Australia name. If no signs carry the new name of the World Heritage Area, how are visitors going to learn it? An equally interesting question is why such a high number of respondents were unaware of the former name of the World Heritage Area?

Though a few on-site signs carried a modified World Heritage emblem which included the CERRA name in small letters as shown in Figures 5.16, 5.23 and 7.1e, the former name does not appear often enough to be easily recalled unaided from the mind of a visitor. The implications are obvious. First, if the agency does not place the name of the World Heritage Area prominently, consistently and repeatedly on signage, visitors will not 'see' it and become familiar with it. The information will not be part of a memory

node as described by Keller (2003) that can be later easily recalled. The situation may have been similar for the CERRA name. The CERRA name does not follow many of the branding guidelines discussed in Chapter Two. The new name, the Gondwana Rainforests of Australia, conjures up dinosaurs and ancient forests. Yet, while much catchier and more memorable, the new name was still not yet being used on-site when the investigator returned to Lamington and Springbrook National Parks in late 2010. Thus, one could conclude that QPWS does not understand all the roles the World Heritage brand plays and there is a need for the Protected Site Brand Framework. Furthermore, if the new name is not being actively promoted on-site, why was it done in the first place? The interviews with experts suggested that the name change was performed for the benefit of other stakeholders such as entrepreneurs, tourist operators and marketers, who found the CERRA name unwieldy and uninspiring.

The Australian Fossil Mammal Sites (Riversleigh) was also a difficult top of mind name to remember unaided for most on-site respondents with only 2.9% of respondents coming close to writing the correct name. The name does not follow the majority of branding guidelines discussed in Chapter Two. Additionally, four different names appear on the signage at D Site including the Australian Fossil Mammal Sites (Riversleigh/Naracoorte), the Australian Fossil Mammal Sites (Riversleigh), MIYUMBA and Riversleigh. The property has approximately thirteen signs including the ones in the interpretive cave. Prominent, consistent and repeated signage naming the site would greatly enhance name recognition of the site. Improving road signage to the site would also aid on-site name recognition. In casual conversation, the site is usually referred to as Riversleigh.

The Fraser Island name was easily recalled unaided by over half of respondents (63.8%). The name is short, easy to remember and pronounce. It is used prominently, consistently and repeatedly on on-site signage island-wide. The name abides by the majority of guidelines regarding branding as discussed in Chapter Two. Furthermore, the plates in Chapter Five, Section 5.6 show the Fraser Island name appearing regularly on signage. The name is used frequently enough that visitors appear to develop a memory node to attach the name to that can be easily recalled from memory (Keller, 1993).

The Great Barrier Reef is another World Heritage brand name that was easy to recall by the majority of respondents (55.2%). The name is relatively short, easy to remember and pronounce and makes general sense to the average person. The plates in Chapter Five, Section 5.7 show that the brand name is used prominently, consistently and repeatedly on signage. The Great Barrier Reef name abides by the majority of guidelines regarding branding. Furthermore, the name is used regularly in conversation in reference to the location. This is another instance where the name is in common enough usage that visitors can develop a memory node to attach the name to such that it can be easily recalled (Keller, 1993).

However, unaided top of mind awareness by respondents of the Wet Tropics of Queensland brand name was surprisingly low with only 1.9% of survey participants correctly recalling the name 'Wet Tropics' or 'Wet Tropics of Queensland.' At the Mossman Gorge survey site, signage referred to the location by at least four different names – Mossman Gorge, Daintree National Park, the Wet Tropics and the Wet Tropics of Queensland. The name does abide by the majority of guidelines regarding branding as discussed in Chapter Two. The plates in Chapter Five, Section 5.8 show more than one name on signage at the site. The Wet Tropics of Queensland brand name is not used prominently, consistently and repeatedly on signage within the site or along the way to the study location. The Wet Tropics or Wet Tropics of Queensland brand name is used infrequently enough that visitors are unable to develop top of mind awareness and bring forth the name from memory (Keller, 1993) even when given the cue 'What is the full name of the World Heritage Area you are visiting now?" However, it is important to note that this finding may not be applicable to other visitor hotspots located in the Wet Tropics of Queensland.

In summary, research towards Objective Three found that site specific World Heritage brand names which follow the branding guidelines discussed in Chapter Two are more easily remembered than the ones that fail to follow the guidelines. Obviously, if a protected area does not promote its World Heritage name, such as the unique situation of the Gondwana Rainforests of Australia, visitors will not be, or become, aware of it.

7.4.5 Increasing on-site visitor awareness of the World Heritage brand

Based on the findings in Chapter Five, this study determined that fostering visitor awareness of the World Heritage brand is not effectively operationalised within most World Heritage Areas in Queensland. On-site exposure to the World Heritage brand should be an important element of any inscribed property, especially properties such as the Gondwana Rainforests of Australia that have such high levels of repeat visitation. Figure 7.2 illustrates potential off-site and on-site exposure opportunities to heighten awareness of the World Heritage brand among the public.

Off-site Exposure Opportunities

Websites
Word-of-mouth
Business forms
Signage
Exhibits
Email signatures
Park publications
Web banners
Letterheads
Business cards
Billboards
Ephemera
Car panels
Press releases
Presentations
Telephone calls
Newsletters
Trade shows
Direct mail
Public relations
TV programmes
Magazine articles

World Heritage brand

The Potential Visitor

The Visitor

On-site Exposure Opportunities

Entrance signage
Directional signage
Informational signage
Warning signage
Entrance passes/tickets
Maps
Posters
Books
Brochures/pamphlets
Flyers
Landscaping
Staff uniforms
Car panels
Artistic renderings
Special exhibits
Souvenirs
DVDs
On-site lectures
Ranger-led hikes
Post cards
Audio visual loops
Children's activities

Figure 7.2. Methods to increase visitor awareness of the World Heritage brand

(Source: Author)

Many agencies conduct a variety of outreach activities beyond the borders of the properties they manage, conducting Earth Day activities, visiting and hosting school groups and placing booths in fairs. While not all opportunities can realistically be taken

advantage of, diligently working towards accomplishing what is feasible should be a goal for management agencies. Some organisations simply have not considered all of their off- or on-site opportunities to convey the World Heritage message. Figure 7.2 reminds agencies of the potential touch points between themselves and the public to convey the World Heritage brand.

Furthermore, this study found a decided lack of consistent presentation of the World Heritage brand across the five World Heritage Areas in Queensland. Figure 7.3 is a conceptual model for visitor information flow for the World Heritage brand in a park setting. The figure describes the 'when' and 'how' the World Heritage message may be repeatedly conveyed to a visitor as they enter, move through and exit an inscribed property. This model, adapted from the World Tourism Organisation (2004), outlines the different points of the visitor experience during a visit to a World Heritage property. It emphasises the opportunities a management agency may have at different points of visitor contact to transmit the World Heritage brand to the visitor using a variety of means which may enhance visitor retention of the World Heritage brand as described by Keller (1993). The model also points out the message flow protected site managers may wish to consider when formulating interpretive plans and brand strategies.

World Heritage Message	The Visitor Experience	Examples of On-site Exposure Opportunities
Initial prominent and consistent display of WH site name and emblem.	Arrival at the site	Road signage Billboards Entrance signage Banners
Repeated consistent display of WH site name and emblem	Ticketing and/or entrance facilities	Entrance signage Entrance tickets/passes Banners Staff uniforms
Full description of WH concept. Info about WH List. Info on AU WH sites. Info on site being visited.	Orientation area	Banners Maps Interpretive signage Artistic renderings
Reinforcing themes and visuals at key locations	Exploration of site using tracks and/or visiting key points of interest	Track markers Interpretive signage Ranger-led hikes Self-led hike brochures
Full description of WH concept. Info about WH List. Info on AU WH sites. Info on site being visited.	Visitor facilities	Exhibits Displays Printed media Videos
Reinforcing themes and visuals at key locations	Retail and refreshment areas	Books Themed menus DVDs Souvenirs T-shirts Artistic renderings
Prominent and consistent use of WH site name and emblem. Main WH take home messages	Exit facilities	Signage Banners Artistic renderings
Final prominent and consistent display of WH site name and emblem	Departure area	Road signage Billboards Exit signage Artistic renderings
Outcome: Frequent use of WH brand aids in development of long term memory node in the mind	Outcome: Greater awareness of the WH brand. Visitor potentially more influenced by brand	Action: Sufficient funding to carry out brand strategy and interpretive plan based on research

Figure 7.3 Model for exposure to the World Heritage brand to develop visitor awareness

7.4.6   Section Summary

In summary, Sections 7.4 addresses different aspects of Objective Three, *to identify the level of visitor awareness of the World Heritage brand while visiting a World Heritage site in Queensland.* This study found that it is important for visitors to be aware of the brands possessed by a protected site. The Protected Site Brand Framework outlines why it is important for some World Heritage stakeholders to be aware of the brand when visiting an inscribed site. For example, the World Heritage brand cannot do its job when the general public and on-site visitors are unaware the property possesses the designation. The Protected Site Brand Framework also identifies the different jobs protected site brands perform for major stakeholders. The lack of such a framework may be a reason why some entities take a *laizze faire* attitude towards managing their protected site brands.

However, Queensland faces an array of challenges in communicating the World Heritage brand effectively to visitors. This study found that one in three visitors possessed top of mind awareness that the park they were visiting was World Heritage. Additionally, almost six out of ten visitors were aware the site they were visiting was World Heritage prior to their visit when cued. Moreover, a visitor is unlikely to learn and remember the site is World Heritage during a visit. The brand is insufficiently emphasised for a visitor to 'see' and remember the information as explained by Keller (1993) in Section 2.5 of this dissertation. This finding is supported by the plates in Chapter Five. The Australian Fossil Mammal Sites (Riversleigh) is the exception where a number of visitors learned on-site that the property was World Heritage listed.

Concerning the World Heritage brand mark, at least two different World Heritage designs were observed at each study site. Findings show that the stripped World Heritage emblem, commonly used on signage within and adjacent to World Heritage Areas, does not convey any message when viewed by an overwhelming majority of visitors. It is silent.

Top of mind awareness of the name of the specific World Heritage site being visited was found to be erratic across study locations. The Gondwana Rainforests of Australia name was absent from the signage inspected at two different study sites and not one respondent correctly named the property when given a cue. Based on this research, long

complicated names are difficult for visitors to remember especially when more than one name is used on signage. In such situations, it is likely that the specific World Heritage brand name will be diffused among other name choices. Visitor awareness of the site name is assured with short or catchy names that follow branding guidelines if these names are prominently, consistently and repeatedly displayed. Thus, Section 7.4 fulfils Objective Three *to identify the level of visitor awareness of the World Heritage brand when visiting World Heritage sites in Queensland, Australia.*

7.5 Influence of the World Heritage Brand in the Decision to Visit an Inscribed Site

The implications of Objective Four, *to gauge the influence of the World Heritage brand in attracting visitors to World Heritage sites in Queensland*, are discussed in Sections 7.5.1 through 7.5.6. Based on this study's findings, approximately one in four people are influenced by the World Heritage brand in their decision to visit a World Heritage site in Queensland, Australia as shown in Table 6.1. This section discusses the influence of World Heritage based on the comparison of different visitor characteristics: domestic and overseas visitors, experienced and inexperienced travellers, education level and level of brand knowledge. The relative influence of the national park and World Heritage protected site brand categories on the visitor is also discussed. Keller's (1993) Dimensions of Brand Knowledge model was used as a general guide for this section. Section 7.5 concludes with a summary.

7.5.1 Influence of the World Heritage brand on domestic & overseas visitors

A compilation of findings from the three results chapters comparing the influence of the World Heritage brand between domestic (n=1213) and overseas respondents (n=580) led to an insightful contribution of this study to the literature. To review, a higher proportion of domestic respondents, though the numbers were still low, correctly recalled what the stripped World Heritage emblem represented compared with overseas respondents. A higher proportion of domestic respondents were more familiar and more knowledgeable about the World Heritage brand when compared with overseas respondents. A larger proportion of Australians would also try to visit a national park if they knew it was also a World Heritage Area and would stay for a longer period of time in the park compared with those from overseas. A higher proportion of domestic

respondents preferred to visit natural World Heritage Areas over other natural areas in Australia; and, would travel out of their way to visit a World Heritage site compared with overseas visitors. Moreover, a higher proportion of Australian respondents would include World Heritage Areas in their holiday plans, and would even consider changing their plans to visit a World Heritage Area, compared with overseas respondents. Evaluating the findings, the investigator concludes that the World Heritage brand has substantial visitor-based brand equity among domestic visitors. Additionally, the study concludes that in Queensland, domestic visitors are more greatly influenced by the World Heritage brand than overseas visitors.

ANOVA findings from the results chapters indicate that the influence of the World Heritage brand generally increases with increasing age. Thus, an argument could be made that older Australians are the visitor demographic with the most knowledge, interest and appreciation for Queensland's World Heritage Areas. This argument is supported by the consistent trends in the findings for the Australian Fossil Mammal Sites (Riversleigh). Riversleigh respondents usually had the highest percentages across the study sites on questions regarding awareness and influence of the World Heritage brand. Riversleigh respondents primarily categorised themselves as retired or semi-retired with a highest percentage in the 60-69 age bracket. Based on this study's findings, the investigator concluded that older Australians are more influenced by the World Heritage brand than their younger counterparts.

7.5.2 Influence of the World Heritage brand on experienced & inexperienced travellers

Obvious relationships were found between those who rated themselves as either experienced in international and/or domestic travel and awareness of the World Heritage brand. Respondents who rated themselves as experienced in international or domestic travel demonstrated greater knowledge of the World Heritage brand than those who rated themselves as having little international and/or domestic travel experience. More experienced travellers could better recall what the stripped World Heritage emblem represented; and, possessed a higher self-rated level of knowledge about World Heritage compared to respondents with less travel experience.

Those experienced in international and/or domestic travel were more greatly influenced by the World Heritage brand compared to those with less travel experience. Both groups

of more experienced travellers preferred to visit natural World Heritage Areas over other natural areas in Australia. Importantly, these experienced travellers would also change their plans to visit a World Heritage Area if they learned one was reasonably close by. The investigator concludes that visitors with greater international and/or domestic travel experience are more influenced by the World Heritage brand compared to those less travelled. This finding differs significantly from the study conducted by Marcotte and Bourdeau (2006) who could not statistically confirm that experienced travellers were more influenced by the World Heritage brand than inexperienced travellers. However, the methodologies between the two studies are quite different. It is possible that Marcotte and Bourdeau's (2006) small sample size (n=40) affected their findings.

Reexamining the findings in 7.5.1 and 7.5.2, experienced domestic travel are the group most influenced by the World Heritage brand; and in general, are more aware of the World Heritage brand. Experienced domestic travellers were most aware a site was World Heritage prior to their visit. They would try to visit a World Heritage site if they could fit it into their holiday plans. Experienced domestic visitors would also go out of their way to visit a World Heritage site; and, feel it is something they must see if they are in the area. The investigator concludes that experienced domestic travellers are the group most strongly influenced by the World Heritage brand when compared with inexperienced domestic, and all international visitors. In other words, Section 7.5.2 finds that visitors experienced in domestic travel are most likely to be influenced by the World Heritage brand when they are aware a site is World Heritage branded.

7.5.3   Influence of the World Heritage brand and level of education

Study findings did not show a strong relationship between awareness of the World Heritage brand and education level. However, a greater proportion of those with at least a Bachelor's degree did know the correct name of the World Heritage Area being visited compared to those with less education. In contrast, a higher proportion of those with less education rated themselves as more familiar with the World Heritage brand than those who had completed a university degree. This last finding was not surprising as the second most prominent age group in the study were those aged 50 to 59. These visitors may not have had the same level of educational opportunity thirty years ago that younger visitors have today.

Respondents with at least a university degree preferred to visit natural World Heritage Areas over other natural areas compared to those without a degree. More educated visitors would choose to visit a World Heritage Area if they could fit them into their holiday plans. Additionally, a greater proportion of those with at least a university degree also said World Heritage is something they must see if they were close by. However, the investigator concluded overall that there was only a weak linkage between education level and the influence of the World Heritage brand on the decision to visit.

7.5.4 Influence of the World Heritage brand based on knowledge about the brand

Study findings determined a distinct relationship between knowledge about World Heritage and the brand's influence on the decision to visit. Approximately 31% of study respondents rated themselves as possessing an average to high level of knowledge about World Heritage. Yet, findings from the influence-related questions showed one piece of information appeared to be key in the ability of the World Heritage brand to influence a visitor. Those who were aware that World Heritage was the highest honour that any protected site could receive were more influenced by the World Heritage brand than those who were unaware of this fact.

Those who knew the World Heritage brand was the highest honour would also:

- visit a park for a longer period of time if they knew it was World Heritage;

- be more likely visit a national park if they knew it was also World Heritage;

- prefer to visit natural World Heritage Areas over other types of natural areas in Australia;

- probably change their plans if they discovered a World Heritage Area was reasonably close by;

- visit World Heritage Areas if they could fit them into their holiday plans;

- visit a World Heritage site if they were in the area;

- go out of their way to visit World Heritage Areas; and,

- agree a protected area is a more desirable place to visit because it is also World Heritage.

The general conclusion is as a person learns more about the World Heritage concept and has positive experiences with the brand, according to Keller (1993), the stronger the positive associations linked to the World Heritage memory node in the brain. The stronger the positive associations are regarding World Heritage, the greater the visitor-based brand equity. Thus, all things being equal, the greater the chance the World Heritage brand will be a positive influence in a person's decision to visit.

Additionally, those aware that award of the World Heritage brand translates into the site being recognised as the 'best of the best' (Luly & Valentine, 1998), increases the influence of the brand. This finding differs significantly from that of Hergesell (2006) who concluded that there was no direct correlation between the level of knowledge of the World Heritage brand and its influence on a decision to visit.

7.5.5 Influence of the World Heritage brand compared with the national park brand

This study found that in Queensland, the national park brand has a significantly greater influence on a person's decision to visit a protected area than does the World Heritage brand. The research showed that over half of all respondents (50.6%) were influenced by the national park brand to visit the site compared with about one in four respondents influenced by the World Heritage brand to visit (26.7%). Thus, if an agency wants to encourage high visitation to a protected area, the property should branded as a national park. This confirms the findings of Weiler and Seidl (2004), Reinius and Fredman (2007) and Fredman, Friberg and Emmelin (2007). Another method to increase visitation is by simply heightening awareness that the site is World Heritage through a well designed long term marketing strategy.

This study also found that the World Heritage brand, when co-branded alongside the national park brand, promotes higher visitation than branding the site only World Heritage. Findings indicate that co-branding sites raises visitation by over ten percent from 26.7% (as shown in Table 6.1) to 37.1% (as shown in Table 6.4). The investigator concludes that the World Heritage brand adds additional perceived value to the national park brand when the visitor is aware of the co-branding. This conclusion confirms the findings of Reinius and Fredman (2007) who also found that visitors were more attracted to the national park brand when co-branded World Heritage than the World Heritage brand alone.

7.5.6 Influence of the World Heritage brand in Queensland compared with other inscribed sites around the world

This study found that over one in four visitors (26.7%) are influenced by the World Heritage brand in their decision to visit a World Heritage Area in Queensland, Australia. This figure differs significantly from those previously found in the literature. Marcotte and Bourdeau (2006) determined that 15% of visitors were influenced by the World Heritage brand in their decision to visit Quebec City. Hergesell (2006) found only 6% of visitors were influenced by Elbe Valley's World Heritage branding to visit the site. Reinius and Fredman (2007) concluded that only 5% of visitors were influenced by the World Heritage brand in their decision to visit Laponian World Heritage Area. Yan and Morrison (2007) found that 67% of visitors who were aware they were visiting a World Heritage Area. Of that group, Yan and Morrison found that 41% were influenced by the World Heritage brand to visit.

This study's finding that more than one in four visitors are influenced by the World Heritage brand to visit is one of the highest reported in the literature to date. The investigator proposes that this higher figure may be the result of a combination of factors. At the time of this study, Australia possessed seventeen World Heritage Areas, a sizable number compared to the State Party average of about five. Every Australian state contains at least one World Heritage Area. Additionally, some Australian World Heritage Areas are not only among the most iconic World Heritage sites in the world but are also some of Australia's most highly promoted and visited tourist attractions. These places are a must see not only for international travellers, but Australians as well. Many of these sites figure prominently in the psyche of every Australian and are part of Australia's national and international identity. Additionally, this study found that experienced domestic visitors were the group most influenced by the World Heritage brand. It is almost a national mandate that when Australians retire, they purchase some sort of a caravan and travel around their incredible country. As they become experienced domestic travellers, they apparently increasingly appreciate what the World Heritage brand represents. With this combination of factors, the investigator proposes Australians have reasonably good exposure to the World Heritage concept over time and may be more influenced by the brand, more so than in many other countries, in their decision to visit World Heritage sites.

7.5.7   Section Summary

This study found that about one in four people queried during a visit to a World Heritage Area in Queensland were influenced by the World Heritage brand to visit the property. According to Keller's (1993) Dimensions of Brand Knowledge model, this influence is based on the type, strength, favourability and uniqueness of associations. Domestic visitors were found to be more influenced by the World Heritage brand than overseas visitors. The study also found that the World Heritage brand had a greater influence on more mature visitors. Those visitors experienced in international travel and/or domestic travel were more influenced by the brand than those with less international and/or domestic travel experience. Education level had little relationship with being influenced by World Heritage listing. Knowledge of the brand was a notable factor in deciding to visit an inscribed site. This information clearly indicates, according to Keller's (1993) model that the World Heritage brand image possesses strong, favourable associations with a significant number of visitors. However, the national park brand was found to have a greater influence in the decision to visit a site compared with the World Heritage brand. The study also found that the World Heritage brand, when co-branded with the national park brand, promoted higher visitation than a site possessing only the World Heritage or national park brand. Much more research could be conducted on the specifics regarding the influence of the World Heritage brand. Thus, Section 7.5 fulfils Objective Four, *to gauge the influence of the World Heritage brand in attracting visitors to World Heritage sites in Queensland.*

7.6   Collecting Places and Destinations

This study explored if some individuals collected particular places and destinations based on their World Heritage branding. As previously discussed in Chapter Two, Section 2.11, the only academic work conducted in this field was a single conceptual article by Timothy (1998) on special interest tourists collecting geodetic lines. Thus, there was a large research gap this study could begin to fill. One journal article based on this research by King and Prideaux (2010) has already started to fill the research void. See Appendix One for the article, *Special interest tourists collecting places and destinations: A case study of Australian World Heritage Sites.* The research found that 13% of respondents comprised a group of special interest tourists who collect World Heritage Areas. Additionally, the study found a higher proportion of overseas visitors

considered themselves as World Heritage collectors compared to domestic visitors. Related questions from the quantitative part of the study provided supporting data which corroborated an individual's claim of being a World Heritage collector as shown below. Those who considered themselves as World Heritage collectors also:

- rated themselves with a high degree of knowledge regarding World Heritage;

- knew World Heritage was the highest honour a protected area could receive;

- were more likely to visit a national park if they knew it was also World Heritage;

- would visit a national park for a longer period if they knew the site was World Heritage;

- would change their plans if they determined a World Heritage Area was reasonably close by;

- would fit World Heritage into their holiday plans;

- would go out of their way to visit a World Heritage Areas;

- were influenced by the brand in their decision to visit;

- considered the designation as something they must see if they were in the area;

- preferred to visit natural World Heritage Areas over other natural areas in Australia; and,

- considered the protected area as a more desirable place to visit because it was also World Heritage branded.

Analysing the specific site findings presented in the article, the percentage of self-identified World Heritage collectors was roughly equal across sites with the exception of Riversleigh, which had the lowest number of collectors during the study period. This may be a reflection of the small number of visitor questionnaires collected at Riversleigh or the fact that it is not an easily accessible site for many travellers. Though the study identified a group of individuals who specifically collect World Heritage branded sites, they did not appear to have a fixed set of sociodemographic characteristics. This means that people from an assortment of backgrounds somehow become interested in World Heritage such that they consciously or unconsciously begin pursuing the brand during their travels.

This conclusion also supports the findings of Marcotte and Bourdeau (2006) who found that cultural tourists found in Quebec City, a cultural World Heritage site, also did not possess a fixed set of common demographics. Thus, Section 7.6, along with the journal article in Appendix One, fulfils Objective Five, *to determine if some individuals specifically collect the World Heritage brand; and if so, identify their sociodemographic characteristics.*

7.7   Implications for Theory

The roles played by typical commercial brands have been well recognised for decades. However, few authors (Kapferer, 1997; Keller, 2003) have attempted to identify and compile all these roles into useful lists. Often these brand role lists are incomplete or include other aspects in the list, such as benefits of using the brand. The same holds true for protected site brands. In fact, only recently has the literature commenced adapting current branding theory to suit the situation of protected site brands (see, for example, Petr, 2009).

The Protected Site Brand Framework is a fresh, practical synthesis of previous material largely strewn across the literature as roles, benefits or simply statements (as discussed in Chapter Two, Sections 2.6.1.). This framework acknowledges protected site categories and site specific names as brands. It identifies the jobs performed by these brands. It solidifies a new way for academics, practitioners, marketers and others to view the jobs of protected area brands on a broader scale than previously acknowledged. When viewed, the Framework supplies the information needed to justify stakeholder investment in the implementation of protected site brand management strategies. As the field of protected site brand management is still relatively new, the Protected Site Brand Framework fits well into the emerging literature on the subject.

7.8   Implications for Policy and Practice

Being one of the first visitor studies across all five World Heritage Areas in Queensland, a number of findings have implications for policy and practice. Key implications are discussed below.

- The World Heritage brand appears to influence about one in four visitors in their decision to visit a Queensland property. Australians, seasoned travellers and

older visitors are more influenced by the brand than international visitors and inexperienced travellers. The implication of this finding is that the World Heritage brand could attract more visitors to a site if it was properly supported through targeted marketing efforts and communications designed to reach these niche markets.

- A relatively high number of visitors to World Heritage properties have a general awareness about the World Heritage concept but a significant number are unaware when they are actually within a World Heritage Area. With the exception of Riversleigh, few visitors learn on-site that the park they are visiting is World Heritage. The implication of this finding is that management agencies are not adequately supporting the World Heritage brand on-site.

- Prior to this study, protected area management agencies assumed that the placement of the stripped World Heritage emblem on road or interpretive signage was communicating the World Heritage values of the property to the public. Managers assumed that at a minimum the public understood the emblem meant the site was branded World Heritage. However, this study demonstrated this is not the case. The findings show the stripped World Heritage emblem is not communicating any message to 95.7% of its viewers. It is silent. The implications of this finding suggest that management agencies are not adequately supporting the World Heritage brand. If the brand were properly supported it would, as the Protected Site Brand Framework shows, be able to provide a variety of services to various stakeholders.

- Findings indicate that visitors who understand that the World Heritage brand is the highest honour any protected area could receive are influenced by the accolade more than those who are unaware. This single piece of data has significant implications for visitor marketing campaigns and public communications. Based on this study's findings, if visitor communications can effectively convey this single message, visitation to inscribed sites should increase.

- This study found not only a lack of comparable visitor data sets across Queensland World Heritage Areas; but, in the case of the Australian Fossil

Mammal Sites (Riversleigh), a near absence of any visitor data at all. This finding has several implications. One implication is that only the most heavily visited sites in Queensland attract funding for visitor research while lesser sites go without such support. Another implication is that low visitor numbers at Riversleigh allow cash-strapped agencies to justify channelling resources elsewhere as mentioned in Section 7.3.

- Some visitors collect special destinations and places based on protected site brand categories such as World Heritage sites. The implications of this finding are significant. Marketers can encourage site visitation through the designing of themed brand sets based on a variety of commonalities. Entrepreneurs can develop collectable sets of products based on the key aspects of their site.

This study has already informed policy and practice within Australia. The report titled, *Communicating the World Heritage brand in Australia: A general overview of brand usage across Australia's World Heritage Areas* was provided to the Australian World Heritage Advisory Committee in 2010. Appendix Two contains a thank you letter from the Committee. The first report and a second report also produced in 2010, titled *Communicating the World Heritage brand: A general overview of some issues and considerations regarding use of the World Heritage emblem,* were both provided by request to the IUCN who then forwarded the documents to UNESCO's World Heritage Centre's Informal Working Group on the World Heritage Emblem meeting in November 2010. Both reports were distributed prior to the meeting as briefing documents to inform the committee and were appended to the meeting notes. A letter of acknowledgement from UNESCO's World Heritage Centre is found in Appendix Five.

7.9   Recommendations

Based on this study, the investigator would like to make the following general recommendations.

- **All protected site agencies should review branding policies.** This study has demonstrated that poor branding practices within Queensland World Heritage Areas have hampered visitor awareness of the World Heritage nature of inscribed properties. All agencies should conduct a review of their branding

practices not only regarding World Heritage, but of the entire suite of brands they manage. For example, the Wet Tropics Management Authority manages not only its own corporate brand, but also the World Heritage brand, the Cassowary Awards brand, Cassowary Publications, Rainforest Explorer and other brands. Key staff members should attend brand management workshops so the agency may build capacity to better manage their brands over time.

- **At a minimum, a state-wide approach**. Agencies charged with the management of World Heritage Areas, as well as marketers, should develop a state-wide brand strategy that would prominently, consistently and repeatedly present the World Heritage brand. State and Federal governments should fund the development of the brand plan. These entities should allocate the necessary resources towards its implementation.

- **Increase understanding of the roles the World Heritage brand performs for stakeholders.** World Heritage is a tool for management and other stakeholders that is generally underutilised in Queensland. The Protected Site Brand Framework should be disseminated and discussed with managers, staff and other stakeholders to help them better understand the merits of supporting the World Heritage brand.

- **Develop and use a single data base**. Protected area managers and other stakeholders in Queensland should work together to develop a standardised visitor questionnaire to administer across the state's World Heritage Areas. A common data base should be developed so all protected area management agencies and marketers can input and extract data. The investigator recommends a cross-institutional approach to minimise biases among individual researchers to develop the most cost-effective, workable and useful survey(s) and computer data base design possible.

- **Conduct additional research on the brand image of World Heritage in Queensland.** Stakeholders need to understand the specifics of the World Heritage brand image as illustrated in Keller's (1993) Dimensions of Brand Knowledge model.

7.10   Additional Limitations

An additional limitation to the methodology became apparent during the study. Green Island is marketed as a 'must see' Great Barrier Reef destination. The high number of large tourist vessels taking visitors to the island attest to this fact. After a ground-truthing trip to Green Island at the beginning of this study, the investigator determined the site did attract a diversity of visitors and it would be a near ideal survey site. Upon reflection, it would have been useful to have added an additional survey site to the Great Barrier Reef study area which would have possibly captured a different visitor demographic such as one of the all day reef snorkeling boats. However, time restraints and money considerations would have possibly made this option unfeasible for this study.

7.11   Implications for Methodology

The use of an identical on-site, real time visitor survey instrument across five World Heritage Areas, on a monthly basis over an extended time frame was a unique methodology not found in the literature. Additionally, to date, there has been an absence of studies that have collected and published comparable tourism-related research across five different natural World Heritage Areas in the same country. This unique methodology allowed the investigator to collect additional insights and qualitative data that telephone, postal or other off-site visitor survey methodologies make virtually impossible. The depth of understanding regarding some on-site issues would not be as well appreciated with a single site visit and allowed the investigator to observe the sites in different visitor periods and weather conditions. Being on-site multiple times also assisted in the development of relationships with those who did not wish to be officially interviewed but would share information unofficially. Using the same survey instrument across five sites managed by the same government agency allowed for truly meaningful comparisons to be made within and across sites that a single location survey simply could not provide. Using benchmarks to compare answers provided invaluable context to some responses. If these benchmarks had not been included, the findings would not have the same degree of relevance to the agency making brand management decisions. The tourism literature does not stress the importance of returning findings to stakeholders in appropriate formats. A mixed methods approach is increasingly being emphasised in tourism research. In this case, much information relevant to the study

would have been lost had it not consisted of both quantitative and qualitative elements. Overall, this methodology worked well and is recommended.

7.12   Implications for Further Research

Past studies investigating of the relationship between the World Heritage brand and the visitor in Queensland have been superficial in nature. This study has identified several directions for future research. With funding, many of the research recommendations listed below could be applied elsewhere within or across World Heritage Areas at a state, national or international level.

- Visitor sociodemographics information for World Heritage sites is often missing, patchy or dated for most of Queensland's World Heritage sites. Adapting this study's methodology, there are opportunities to conduct similar research within inscribed sites across states, nations or regions. Such studies should include investigation of the visitor-based brand equity of World Heritage.

- There is little information in the literature regarding the World Heritage emblem. Further research could include when a visitor views the full World Heritage symbol, what messages are being conveyed? Which modified version of the World Heritage emblem does the visitor remember best?

- While there may not be a consistent sociodemographic for individuals who collect World Heritage Areas, it might not be the case for those who collect surf breaks, golf courses, WWII sites or other destinations and places. Thus, there is an opportunity to conduct additional research in field of collecting destinations and places. There is also room in the literature to explore the effectiveness of specific marketing strategies that encourage the collection of destinations and places.

- This particular study found older Australians were the most knowledgeable and appreciative of the World Heritage brand. There is room in the literature to explore more about the brand's equity with older Australians.

- This study found that domestic visitors are more influenced by the World Heritage brand than many overseas visitors. It would be interesting to conduct a comparative study across countries regarding the influence of the World Heritage brand and explore its brand equity across cultures.

7.13 Conclusion

World Heritage, an internationally acclaimed brand category established by UNESCO's World Heritage Convention, recognises properties possessing resources of such outstanding universal value to the global community that they must be protected in perpetuity for future generations to appreciate (UNESCO, 1972). Little in-depth research had been conducted regarding the World Heritage brand in Queensland prior to this study. The aim of this study was to investigate the role of the World Heritage brand in attracting visitors to protected areas in Queensland, Australia.

Five research objectives were developed based on the recognised gaps in the literature. The methodology consisted of focus groups that informed the development of a visitor questionnaire, semi-structured interviews with experts to collect germane background information and general on-site signage and visitor observations. A total of 1827 valid questionnaires were collected across Queensland's five World Heritage Areas on a monthly basis over a four month period between 1 April and 31 July 2008. Keller's (1993) Dimensions of Brand Knowledge was the theoretical model that framed the overall study.

One of the jobs of many protected area brands worldwide is to influence a visitor to travel to the area and visit the property; however, these brands are also used for a variety of other functions. Protected site brand roles have received little academic attention. Based on the identified gap in the literature, this study's first objective was to develop a practical framework on the roles protected site brands play for their primary stakeholders. Material found in different forms within the literature was synthesised and developed into a new framework that identified the roles of protected site brands. The Protected Site Brand Framework is useful tool for academics, practitioners, stakeholders and others interested in communicating the jobs protected site brands may perform for stakeholders. Within the literature, this framework holds a unique position, as no other research has attempted to develop such a framework.

The second research objective was to create a series of standardized data sets across Queensland World Heritage Areas and demonstrate the benefits of such monitoring efforts at the state level. The literature review found an overwhelming call by researchers for the need for such data. Therefore, the investigator decided to incorporate

a statewide approach and conduct a comparative study across all five of Queensland's World Heritage Areas. This study appears to be the first to conduct visitor monitoring across all five of Queensland's World Heritage Areas using the same survey instrument. Thus, this research has substantially extended the literature by being able to examine comparable data sets across all five Queensland's World Heritage Areas. Within the literature, this research holds a unique position, as no other tourism research has been conducted on a statewide basis across all five Queensland World Heritage Areas. This new category of in-depth data has already informed Federal and state agencies.

The study's third objective was to identify the level of visitor awareness of the World Heritage brand when visiting World Heritage sites in Queensland. The brand awareness arm of Keller's (1993) model helped aid in question development. Understanding the level of visitor World Heritage brand awareness is the first step in appreciating 'the state of play' of the brand and its influence the visitor in a decision to visit. Upon finding a gap in the literature, the difficulties in communicating the World Heritage brand in Queensland were identified. This study is among the first to collect detailed information on visitor awareness of the World Heritage brand in Queensland, and to examine visitor awareness of the stripped World Heritage emblem. New terminology was developed during this research to differentiate the full World Heritage emblem from the stripped World Heritage emblem. This research was the first in Queensland to determine that top of mind awareness of the specific name of the World Heritage Area being visited varied dramatically between World Heritage Areas, a subject that had been overlooked in previous literature. This research objective provided significant information regarding why the World Heritage brand was not as influential as it could potentially be in Queensland.

The study's fourth objective was to gauge the influence of the World Heritage brand in attracting visitors to protected sites in Queensland. Keller's (1993) Dimensions of Brand Knowledge Again, the literature clearly indicated a need for such research. Findings indicated that about one in four visitors to World Heritage Areas in Queensland are influenced by the brand to visit the site. This is one of the highest percentages reported in the scant international literature on the subject and may be due to the reasonably high awareness of domestic visitors with the World Heritage brand as Australia holds nineteen World Heritage properties. The research determined that the brand possessed a strong influence among those familiar with it.

About one in three people in affluent nations collect something. While there is a substantial volume of literature on individuals collecting tangible items, there has been very little empirical research conducted on special interest tourists collecting places and destinations. The last objective of this study determined if some individuals specifically collected the World Heritage brand; and if so, what were their sociodemographic characteristics? This research was the first of its kind to determine if special interest tourists collected protected site brand categories such as World Heritage. The study did find that a percentage of visitors (13%) specifically collected World Heritage properties. When examined collectively, this group of objectives addressed the aim of this research, to investigate the role of the World Heritage brand in attracting visitors to protected areas in Queensland, Australia.

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Appendix One:

Special interest tourists collecting places and destinations: A case study of Australian World Heritage Areas.

Special interest tourists collecting places and destinations: A case study of Australian World Heritage sites

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Abstract
The World Heritage brand signals the best in protected areas. Certain destinations and places hold particular appeal to special interest tourists resulting in the conscious *collection* of those sites. TV programs, authors and others take advantage of this penchant to collect places; yet, there is little literature on this behaviour. This paper reports on research testing the contention there is a specific group of visitors who collect World Heritage listed sites. The article examines World Heritage visitor recognition prior to and after time on-site. A case study approach is applied and visitor surveys used across five Australian properties. Findings demonstrate only 13% of site visitor do collect World Heritage Areas but their socio-demographics profiles are too diverse to develop a specific socio-demographic profile of this group. Additionally, only 60% of respondents knew they were visiting a World Heritage listed site indicating a significant weakness in the World Heritage brand.

Introduction

Brand names are often used to identify specific types of protected areas enabling them to be classed according to their unique characteristics. Brand names also assist marketers in developing strategies to attract visitors to protected areas. National Park, World Heritage, Global Geopark, Biosphere Reserve, RAMSAR Wetland and Marine Park are just a few of the over 1000 names used for protected areas internationally (Chape et al., 2003). The names and images of many protected areas have an immediately recognizable brand identity and are some of the best known brands in the world (Eagles and McCool, 2002). Protected area brands may also influence destination choice (Weiler and Seidl, 2004; Morgan, 2006), influence motives and affect travel behaviour (Ries and Trout, 1989). In a study conducted using eight different sites in the USA, Weiler and

Seidel (2004) found the change from the National Monument brand to the National Park brand significantly increased visitation to rebranded sites. Brand names may heighten visitor expectations, increase a visitor's willingness to pay for services or in some cases result in bypassing the site if the visitor does not perceive their needs will be met (Morgan, 2006). Brand names also enable visitors to collect specific branded experiences. In these ways visitor awareness of protected area brands is an important element in attracting tourists to protected areas.

The World Heritage brand, based on the outstanding values of World Heritage (Hall and

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Piggin, 2003), is associated with international excellence and has been increasingly integrated into destination marketing campaigns (Fyall and Rakic, 2006). According to Fyall and Rakic (2006) the World Heritage brand is able to provide an effective 'differential advantage' for sites when competing with other attractions for visitors. Yet the World Heritage brand is used inconsistently at the international, national and regional level, and even often between parks under the same management regime, making it difficult for tourists interested in visiting these sites to develop a relationship with the brand.

In this study we examine the collection of World Heritage protected areas as a specific and identifiable tourism behavior and discuss implications for park managers and the commercial sector that supports tourism in many World Heritage Area listed parks. To identify behaviours that may be classed as collecting, we use World Heritage listed parks in Queensland, Australia as a case study. Yin (2009) demonstrates the case study method is a valid research tool. The requirement for research of this nature arises from the need of World Heritage managers and commercial operators to develop experiences that satisfy a range of discrete visitor motives, one of which is collecting World Heritage Areas. It may be argued that visitors are simply accumulating experiences rather than places or destinations. Collecting experiences may be specific, such as walking long distance trails like New Zealand's Milford track, or more general such as visiting beach resorts. It might also be argued that destinations may be selected, in part, because of the opportunity for collecting activities or experiences. Thus, if a person is interested in live theatre, the destination opportunities include London (West End), New York City (Broadway) and Moscow (Bolshoi Theatre). Each city in this group offers a collectible set of famous theatre venues.

To date, little academic attention has been given to *collecting* as a form of travel behaviour and the socio-economic implications associated with this activity. Specifically there is a gap in the literature concerning *collecting* as a motive for visiting protected areas.

Literature review

Collecting is 'the process of actively, selectively, and passionately acquiring and possessing things removed from ordinary life use and perceived as part of a set of non-identical objects or experiences' (Belk, 1995: 479). It has been estimated that up to one in three people in affluent nations are active collectors of tangible objects and that many have more than one collection (O'Brien, 1981; Schiffer et al., 1981, cited in Belk, 2006: 537). Travel souvenirs are tangible evidence of the travel experience. As Pearce (1992: 72) aptly comments:

> Souvenirs are intrinsic parts of a past experience, but because they, like the human actors in the experience, possess the survival power of materiality not shared by words, actions, sights or the other elements of experience, they alone have the power to carry the past into the present. Souvenirs speak of events that are not repeatable but are reportable; they serve to authenticate the narrative in which the actor talks about the event.

Collecting destinations is a behaviour that describes motives for visiting specific destinations, places and events for the express purpose of adding them to a collection of similar places visited. According to Timothy (1998) *collecting places* refers to 'a process whereby locations visited are enumerated, and wherein there is a desire to visit additional places for competitive reasons' (p. 126). Timothy's view of *collecting places* can be expanded to encompass other groups of collectors including: those who collect travel destinations, those who collect places and those who collect events and activities. Collecting in this context refers to people whose primary reason for a particular journey is to add a specific activity, event, place or destination to their *theme set* of previously collected events or activities, places or destinations. These persons collect specific aspects of the tourism experience. Examples of destination collections include persons who collect Pacific Islands, capital cities, or mountain regions. In this example, activities conducted within the travel destination are secondary to collecting a specific category of destination. In this sense the travel destination collector is different from a person who likes to travel to collect specific activities because the collector selects an identifiable set of destinations with specific characteristics to collect. A key aspect of collecting destinations is that there are identifiable boundaries discriminating between what is included and what is not included in the set. Travel clubs are one avenue for people to collect destinations. For example, to join the Traveler's Century Club, a prospective member must present proof of having traveled to (collected) 100 different countries from the Club's list, or 'set' of countries,

before being allowed to join the group (Travelers Century Club, 2010).

The second group of collectors collect more specific *place sets* such as geodetic lines (Timothy, 1998), ports (Schwartzman, 2003), lighthouses, surf breaks, art museums, French wineries, golf courses, caves, baseball stadiums, dive sites, gothic cathedrals, train rides, cultural festivals, haunted castles, birding localities, beaches, national parks and so on that require travel to engage in collection behaviour. In this case, the general destination is secondary to actually adding the more specific place or activity to the overall collection. The third set of collectors describes people who collect *events or activities sets*, which might include specific types of festivals, religious experiences, nature migrations or sporting events.

Marketing destinations as collectible sets

Evidence (Casson, 1974) suggests that since leisure travel first emerged as a small scale and very restricted activity in the Classical Period of ancient Greece (between the 5th and 4th centuries BCE), people have been actively seeking and collecting travel destinations and places from the obscure to the iconic. For example, during the 7th Century BCE, ancient Greek and Roman historians and scholars compiled the first known lists of 'must see' places. These Seven Ancient Wonders of the World, usually described as the Great Pyramid of Giza, the Hanging Gardens of Babylon, the Statue of Zeus at Olympia, the Temple of Artemis at Ephesus, the Mausoleum of Maussollos at Halicarnassus, the Colossus of Rhodes and the Lighthouse of Alexandria (Casson, 1974) emerged as the most popular collectible list of places of the time.

The most recent 'Seven Natural Wonders of the World' were decided in a competition which received votes from over 100 million people worldwide. The list, announced at a star-studded event in Lisbon, Portugal included the Great Wall of China, Petra in Jordon, Mexico's Chichen Itza pyramid, Peru's Machu Picchu, the Colosseum in Rome, Brazil's statue of Christ the Redeemer and India's Taj Mahal (CNN, 2007). The marketing hoopla surrounding the event provided marketing agencies associated with the newly designated seven wonders list with an unparalleled promotional opportunity. As a mechanism for promoting exceptionality, the tagline 'the seven wonders of . . . ' has taken a life of its own and now is commonly used in marketing campaigns promoting the seven wonders of Canada, Australia, Barbados,

Idaho, Hawaii and others. In the USA, the seven wonders of America were described by an ABC News panel of experts as places families, friends and people worldwide should visit and experience experience (ABC News, 2008) – a marketer's delight. The 'Seven Wonders of the USA' are New York City, the Golden Gate Bridge, the Saturn 5 Rocket, South Dakota's Badlands, the Grand Canyon, the Arctic National Wildlife Preserve, and Washington DC's National Mall and Memorial Parks with an 8th wonder being chosen by the TV audience as Yellowstone National Park (ABC News, 2008). A similar list for Barbados consists of Harrison's Cave, the Baobab tree, the historic Jacobean Mansions, the Morgan Lewis Mill, the Famous Jewish Synagogue, Cannon Galore and the Grapefruit tree (Barbados Tourism, 2009).

Publishers and travel book authors understand the travel destinations and places collecting phenomenon and have carefully targeted books for the collector or would-be collector audience. National Geographic, for example, recently published a second edition of Lande and Lande's (2008), *The 10 Best of Everything: An Ultimate Guide for Travelers*. DK Publishing has an extensive series of *Eyewitness Top 10 Travel Guides* including Bramblett and Kennedy's (2008) *Top 10 Rome*, Sorensen's (2008) *Top 10 Barcelona*, etc. Davey and Schlossman's (2007) compilation of *Unforgettable Islands to Escape to Before You Die* was written to highlight and encourage travelers to collect unique island destinations. Books such as Baxter's (2007) *Top 100 Golf Courses of England*, Jackson's (2003) *The Dive Atlas of the World: An Illustrated Reference to the Best Sites* or Coulombe's (2004) *Haunted Places in America: A Guide to Spooked and Spooky Places in the United States* encourage special interest tourists to collect the listed places and add them to their mental tally sheet.

Domestic and international travel magazines and TV programs regularly announce such lists as the Top 10 places to . . . , the 10 best...vacation destinations, (number) places to see before you die, (number) things to do before you die or the 100 great things in (name of country) you've never heard of. One of the better known is the BBC TV mini series *Around the World in 80 Treasures* presented by David Cruickshank. On a more local level, The (number) Best Restaurants in (name of city) or the Top (number) Daiquiris in (name of city or state) help mainstream the desire to collect places on a more affordable and accessible scale. These promotional lists are quite deliberately developed and marketed with the recognition that

a specific tourism segment will accept the challenge to complete or at least attempt initial collection of the entire set.

Commercial tour itineraries are frequently built around the tourist's desire to collect particular travel destinations or places. The classic example is the itinerary built around visiting the maximum number of countries in the minimum number of days. Cruise lines are acutely aware of port collectors and deliberately design itineraries around this collecting penchant (Schwartzman, 2003). An astute example of developing and marketing theme-based place sets is the Hard Rock Café franchise. During the height of the fad, hardcore Hard Rock Café fans sought to collect every Hard Rock Café location worldwide; usually purchasing the iconic Hard Rock Café T-shirt showing the location of purchase to claim destination collecting bragging rights for their collection.

Passport booklet stamp schemes, such as those used by the US National Park Service and the Tasmania Parks and Wildlife Service, are another recognized method of encouraging the collection of places. The traveler receives a unique stamp at each location and collects them in a booklet provided by the first location visited in the set. Parks frequently promote schemes of this nature to young people traveling with their parents on holiday trips.

Motivations for collecting

A number of motives have been suggested for collecting. Pearce (1992) identifies 17 motivations for collecting: leisure, aesthetics, competition, risk, fantasy, a sense of community, prestige, domination, sensual gratification, sexual foreplay, desire to reframe objects, the pleasing rhythm of sameness and difference, ambition to achieve perfection, extending the self, reaffirming the body, producing gender identity, and attaining immortality. Belk (1995) describes a list of uses and benefits of collections to the collector including demonstrating superior knowledge and discrimination, feelings of mastery and success, the chance to stand out as being unique, enlarging the sense of self, the thrill of the hunt, the social aspects of sharing the collection and linking the collection with feelings, history and 'the magic in our lives'. McIntosh and Schmeichel (2004) suggest collecting is a way of bolstering the collector's sense of self by establishing tangible attainable goals that provide concrete feedback of progress to the collector. Pearce (1992), Belk (1995) and McIntosh and Schmeichel (2004) observe that most collecting motives revolve around the self. As Pearce (1992: 49) notes, 'Perhaps the real point is that a collection is not a collection until someone thinks of it in those terms'.

In the context of travel, Timothy (1998: 126) suggests that collecting travel destinations and places:

> lends credibility to a person's knowledge of the world and provides instant recognition that they belong to a unique group of privileged travelers. By collecting places, travelers can partially satisfy their basic need for self esteem by seeking the admiration and recognition of neighbors, friends, and relatives.

Some people travel so they can share or boast about their adventures. Activity of this nature is described by tourists in terms that include 'been there, done that' and 'I've been to (number) countries in Europe' (Timothy, 1998). Additionally, some people collect travel destinations and places for the primary purpose of impressing others by their destination choices. For other people, it is the recognition and admiration of the uniqueness or peculiarity of the destinations they choose to visit (Timothy, 1998). For example, a person who has collected Pitcairn Island is envied by history buffs, HAM radio operators, island collectors and others for having visited the remote and rarely visited location.

The World Heritage brand and collectors

According to the American Marketing Association (AMA) a brand is 'a name, term, design, symbol or any other feature that identifies one seller's goods or service as distinct from those of other sellers' (AMA, 2010)'. When applied to World Heritage, the phrase 'World Heritage' and its associated logo (see Figure 1) constitute the elements of a brand, in this case one that describes a quality protected area. Because World Heritage status is often conferred upon areas that have an existing brand, such as National Park, both brands may be used in tandem potentially leading to brand confusion if not appropriately communicated to the public. In some cases, one of the brands may be used to the exclusion of the other. One example of the tandem use of brands is found in Kyoto, Japan where the World Heritage brand is used in association with religious branding in public temples that are active places of worship as well as a World Heritage listed site.

Figure 1. The World Heritage Emblem.
Source: UNESCO, 2010b.

The World Heritage List consists (as of May 2010) of 890 natural, cultural and mixed World Heritage Areas internationally recognized as places of outstanding natural and cultural heritage value. As of May 2010, 186 nations have ratified the convention and 148 have at least one World Heritage Area (UNESCO, 2010a, 2010b). The average number of World Heritage sites per ratifying country is less than five (Australian Government Department of the Environment, Water, Heritage and the Arts [DEWHA], 2008), making World Heritage Areas a potentially highly desirable set for people who collect places. Buckley (2002) noted that in the nature and cultural tourism market, World Heritage is a 'collectable set'. Collecting the entire set of World Heritage Areas would be a mammoth task. An alternative strategy is for potential World Heritage collectors to deconstruct the entire *theme set* into more achievable subsets, examples of which may be visiting all the World Heritage Areas in their own country, all the natural World Heritage Areas in Africa, or cultural areas in Europe containing Roman ruins.

Australia for example currently has 17 World Heritage Areas (as of May 2010), 15 of which are relatively easy to collect. The remaining two sites are remote and difficult to reach. Macquarie Island, located in the Southern Ocean near Antarctica, is accessible only by ship, requiring a substantial outlay of money and time resources for it to be added to a collection of World Heritage sites. Nevertheless, it would be regarded as a major achievement for collectors of World Heritage Areas, islands or other special interest collections. Heard and McDonald Islands are distant sub-Antarctic islands not open for public visitation and not able to be collected.

Aims of this study

The need for this study arose from observations that the strength of the World Heritage brand varied widely across Queensland possibly because some visitor sectors were not very familiar with the brand. Similar observations were made by Smith (2002) at Maritime Greenwich and Marcotte and Bourdeau (2006) in Quebec City. The first part of the study was designed to determine if visitors were aware they were in a World Heritage Area before or during their visit to a branded site. Awareness is the first step towards developing a relationship with the brand that might later lead to brand collection. Brand awareness develops when persons become increasingly familiar with the brand through repeated exposure and strengthening the associations with the appropriate product category or other relevant consumption cues (Keller, 2008). As Keller (2008: 5) notes 'the more a consumer "experiences" the brand, by seeing it, hearing it, or thinking about it, the more likely he or she is to strongly register the brand in memory'. The percentage of visitors who recognize they are in a World Heritage Area is an indicator of the strength of the brand.

The second aim of this study was to identify if there is a subset of World Heritage visitors who engage in World Heritage site collection in a manner suggested by Timothy (1998) and Buckley (2002). Identifying familiarity with the brand and developing a greater understanding of a specific visitor subsets engaged in the collection of World Heritage Areas has significant implications for park managers and the tourism industry both in the Queensland case study and World Heritage Areas in general. For managers, information on subsets of this nature is useful when determining marketing activities and infrastructure provision. For the private sector, knowledge of specific subsets provides an opportunity to develop new products and experiences. The third aim of this study was to ascertain the potential for identifying World Heritage collectors by common socio-demographic characteristics.

Methodology

The research was undertaken in Queensland's five World Heritage Areas between 1 April–31 August 2008. The sites are briefly described later in this paper. This study, itself a part of a larger investigation into the role of the World
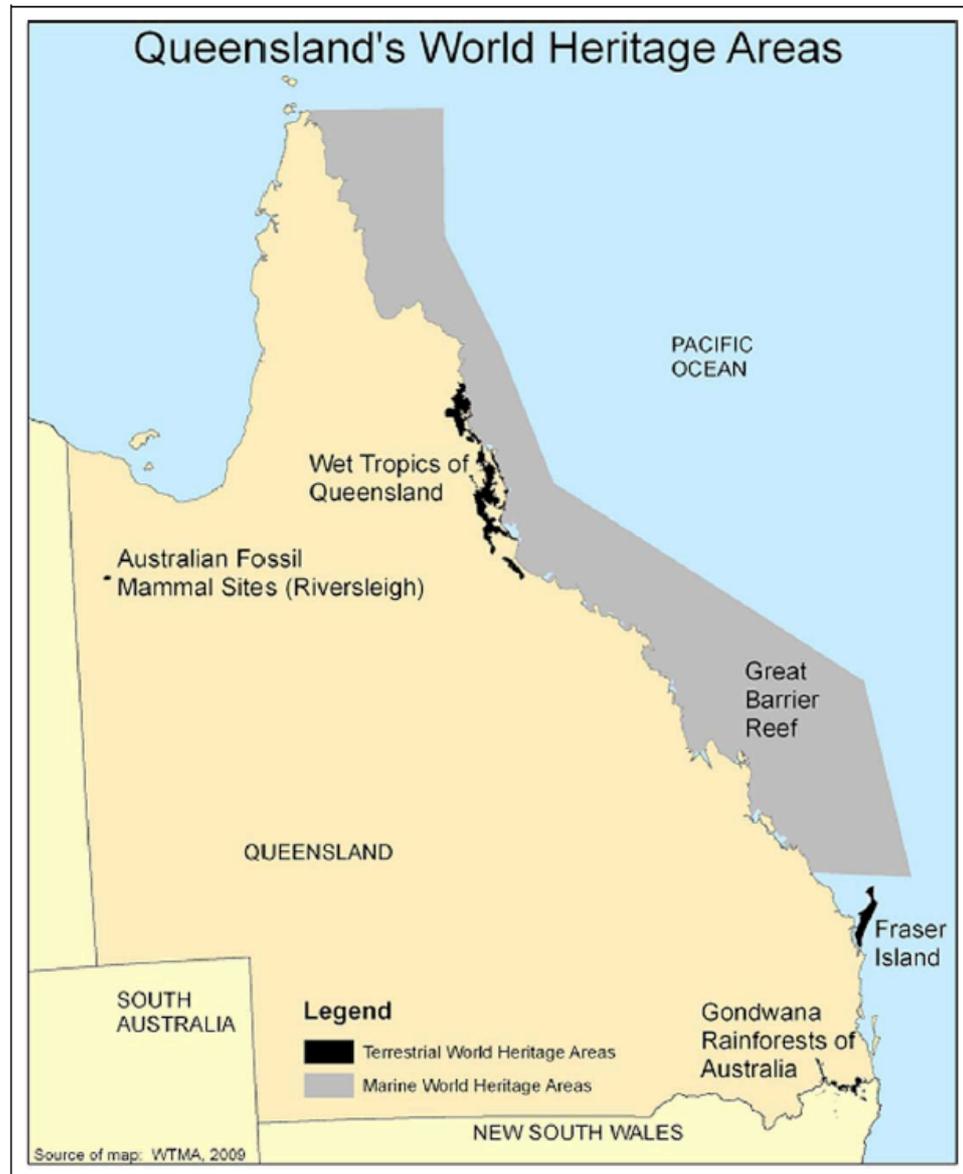
Figure 2. Queensland's Five World Heritage Areas
Source: Wet Tropics Management Authority (WTMA). Dervied from data provided by the Queensland Dept of Environment, Resources and Mines (DERM) 2009.

Heritage brand in attracting visitors to protected areas in Queensland, was designed to test three research objectives:

1. To identify the level of awareness of visitors to Queensland World Heritage sites that they are inside a World Heritage Area;

2. To identify the presence or otherwise of a subset of visitors who self-identify as World Heritage collectors; and,

3. To confirm or dispute previous research results that have found it is not possible to identify specific groups of special interes tourists based on their shared socio-demographic characteristics.

The study employed a convenience sampling method at each site using a self-answering questionnaire, following a similar methodology used by Bentrupperbäumer and Reser (2002) in their study on visitation to the Wet Tropics of Queensland World Heritage Area. Questions were developed after a review of related surveys previously conducted in Queensland World Heritage Areas (see Bentrupperbäumer and Reser, 2002; Moscardo and Ormsby, 2004; Prideaux and Falco-Mammone, 2007) and other World Heritage sites (see Reinius and Fredman, 2007). Additional questions were specifically developed to test for World Heritage awareness. Questions were piloted and refined and then piloted a second time and again refined before finalizing the survey.

Trained surveyors distributed surveys and remained in the area to assist respondents if they had any questions. Surveying was undertaken on a monthly basis at each site over the period 1 April to 31 July 2008. A total of 1827 usable surveys were generated: 171 from Riversleigh D Site, 466 from Fraser Island, 312 from the Great Barrier Reef, 599 from the Gondwana Rainforests of Australia and 279 from the Wet Tropics of Queensland. A total of 33 incomplete surveys were discarded. The questionnaire contained several questions related to collecting World Heritage Areas. Data were entered onto the SPSS version 15.0 statistical package and analyzed by binomial linear regression. This technique was used to develop an understanding of the various relationships within the data demographics in regard to collecting World Heritage Areas.

This study had several limitations. Surveys were collected on a monthly basis for four months. While the study period included a low and peak season at each site, results may not accurately reflect visitor demographics on an annualized basis. Second, the survey was two pages front and back and some respondents commented on its length possibly indicating that there may have been cases of survey fatigue. Poor weather conditions during both the Wet Tropics and the Great Barrier Reef survey collection days resulted in a lower number of surveys being collected at those sites than had been anticipated. Lastly, visitor numbers were much lower at Riversleigh than previously published Queensland Parks and Wildlife data suggested, reducing the number of surveys the authors had hoped to obtain from this site.

Study sites

The Australian Fossil Mammal Sites (Riversleigh): The Australian Fossil Mammal Sites (Riversleigh) World Heritage Area, listed in 1994, consists of two distinct sites over 2000 km apart and in two different Australian States – Riversleigh in Queensland and Naracoorte in South Australia. This study focused on the Riversleigh site (100 km^2) located in the northwestern part of Queensland within the most southern segment of Boodjamulla (also known as Lawn Hill) National Park (DEWHA, 2008). The variety and quality of Riversleigh fossils has significantly changed the understanding of Australian mammal assemblages during the time of highest biological diversity in Australia's evolutionary history as well as dramatically increased understanding of the environmental conditions in which these animals lived (Luly and Valentine, 1998). Most of the Riversleigh World Heritage Area is closed to the general public for security reasons; however, a small area known as D Site, is open to tourism. This site has a gravel parking lot, an orientation board, a small artificial 'cave' interpretive room and a few small interpretive signs posted along a 15 minute circuit track around the area. There are no overnight facilities on-site; however, camping is available about 45 km away at Boodjumulla National Park while Adels Grove, adjacent to the park, offers a variety of quality accommodation options. The survey site was located at the interpretive artificial 'cave' at D Site.

Fraser Island: Fraser Island, located off the coast of southern Queensland, is the largest sand island in the world with an area of 1840 km^2. Fraser Island was inscribed as a World Heritage Area in 1992, and is characterized by long beaches, tall rainforests, blue 'perched' lakes and the world's purest strain of Australia's wild dog, the dingo (DEWHA, 2008). In 2001, approximately 331,652 (Kleinhardt–FGI, 2002) tourists visited the island. The island is criss-crossed with a series of walking tracks and 4-wheel drive roads. Visitors are able to take their own 4-wheel drive to the island, rent a 4-wheel drive or join a commercial tour. Survey sites were the Eli Creek boardwalk, Lake McKenzie car park and Central Station, with the majority of surveys completed at the Lake McKenzie site. There is a range of accommodation choices on the island from a 5-star resort to camping.

The Gondwana Rainforests of Australia: The Gondwana Rainforests of Australia World

Table 1. Awareness of World Heritage Status (WHS). Valid % *

Actual responses	FI	GBR	GRA	R-DS	WT	Average
Awareness of WHS before visit	68.7	60.5	45.6	65.9	56.3	57.5
Awareness of WHS after time on-site	67.6	61.6	46.0	81.5	61.5	59.8

* FI (Fraser Island), GBR (Great Barrier Reef), GRA (Gondwana Rainforests of Australia), R-DS (Australian Fossil Mammal Sites, Riversleigh D Site), and WT (Wet Tropics of Queensland).

Heritage Area consists of over 50 separate parks and reserves stretching from Newcastle in New South Wales north to Brisbane in southern Queensland. Listed in 1986 and expanded in 1994, the Gondwana Rainforests of Australia are remnants of ancient rainforests that covered large parts of the Australian continent millions of years ago. With dramatic geological features such as waterfalls, sheer cliffs and eroded volcanic craters, the area protects over 200 rare or threatened plant and animal species (DEWHA, 2008). It is estimated that the World Heritage Area draws approximately two million visitors annually (Australian Government, 2003). Nearly all of the parks within the World Heritage Area have some form of visitor-related infrastructure including a variety of walking tracks. There is a reasonable range of accommodation choices throughout the area and access is by road. Surveying was conducted at Springbrook National Park and the Binna Burra Lodge trailhead area of Lamington National Park on the Queensland side of the World Heritage Area.

The Great Barrier Reef: The Great Barrier Reef, inscribed in 1981, is currently the largest World Heritage Area in the world (DEWHA, 2008) and extends for 2300 km along the north-east coast of Queensland covering an area of approximately 348,000 km^2 (Great Barrier Reef Marine Park Authority, 2008). The Great Barrier Reef consists of the world's largest collection of coral reefs with over 360 species of hard, reef-building corals, over 1500 species of fish, more than 5000 mollusc species and approximately 215 bird species (DEWHA, 2008). The World Heritage Area is also culturally significant with a variety of historic shipwrecks ruins and archeological sites of Aboriginal or Torres Strait Islander origins (DEWHA, 2008). More than 2 million tourists visit the Great Barrier Reef annually (Culture and Recreation Portal, 2008). The Great Barrier Reef offers a variety of tourism activities including aircraft or helicopter tours, cruises, diving and fishing charters, whale watching and swimming with whales, day tours, overnight resort stays, bareboats and motorized water sports, long range roving tours and passenger ferries (Great Barrier Reef Marine Park Authority, 2008). Surveys were conducted at Green Island, a popular day and overnight destination for reef visitors.

The Wet Tropics of Queensland: The Wet Tropics of Queensland, inscribed in 1988 as a World Heritage Area, stretches from Cooktown to Townsville and covers an area of approximately 8940 km^2 (DEWHA, 2008). The Wet Tropics is renowned for its expansive rainforest vistas, deeply carved gorges, fast flowing rivers and waterfalls. A biodiversity hotspot, the Wet Tropics is home to '30 per cent of Australia's marsupial species, 58 per cent of bat species, 29 per cent of frog species, 20 per cent of reptile species, 58 per cent of the butterfly species and 40 per cent of bird species' (DEWHA, 2008: 71). About 85 vertebrate species are unique to this World Heritage Area (DEWHA, 2008). Approximately 4.4 million visitors and residents experienced the World Heritage Area in 2001-2002 (Bentrupperbäumer et al., 2004). There are a number of trails, boardwalks, drives, scenic overlooks and other visitor infrastructure. The survey site was established at the iconic and heavily visited Mossman Gorge.

Results and findings

At all five sites, respondents were asked if they knew the respective protected area was a World Heritage Area before their visit. The proportion of visitors who had prior knowledge of the World Heritage status was relatively high for Fraser Island (68.7%) and Riversleigh (65.9%), but lower for the Great Barrier Reef (60.5%) Gondwana Rainforests of Australia (45.6%) and the Wet Tropics of Queensland (56.3%). These responses may exhibit some element of Social Desirability bias where there is over reporting of 'good' behaviour and underreporting of 'bad' behaviour to provide a good picture of oneself (Thompson and Phua, 2005). No attempt was made to identify the potential level of social desirability bias. Interestingly, visitors to

Table 2. World Heritage Area (WHA) Collecting Behavior. Valid % *

Question	FI	GBR	GRA	R-DS	WT	Average
I like to visit WHA if I can fit them into my holiday plans	40.7	39.2	48.6	46.9	52.3	45.4
I go out of my way to visit WHAs	16.1	11.9	18.4	28.5	20.0	17.9
I like to collect WHAs	14.1	11.8	13.8	8.4	15.0	13.3

* FI (Fraser Island), GBR (Great Barrier Reef), GRA (Gondwana Rainforests of Australia), R-DS (Australian Fossil Mammal Sites, Riversleigh D Site), and WT (Wet Tropics of Queensland).

Riversleigh D Site indicated a significantly higher awareness of the site's World Heritage designation (81.5%) after time on the site compared with other World Heritage Areas in Queensland. Observations by one of the authors found a much higher percentage of Riversleigh visitors read most of the signage available on-site either before or after walking the 15-minute track encircling the D Site public area. Though various types of World Heritage signage which include the World Heritage logo are located throughout through all five World Heritage Areas, most appeared to be poorly placed in relation to visitor flow patterns, cluttered amongst other signage, or so inconspicuous that the sign could be missed. The overall public presentation at Riversleigh is poor and the signs about World Heritage encountered after entering the site are easily passed by. However, a large single interpretive panel explaining World Heritage, clustered with three additional panels on the fossil history of Riversleigh inside the artificial 'cave' was read by nearly every visitor. The authors believe visitor attention was focused on the interpretive panels inside the artificial cave as there were few additional sensory distractions and the cave provided a comfortable, shady area to read in an otherwise arid and dusty environment. Thus, this finding should encourage park management staff to review the signage within each World Heritage Area.

The second part of the research was designed to identify collection behaviour of respondents who may be classed as World Heritage collectors (see Table 2). Using a 5-point Likert scale, survey respondents were asked if they liked to visit World Heritage Areas if there was time available during their holiday. Results indicate that nearly half the sample (45.4%) followed this pattern of behavior. The second question asked respondents if they went out of their way to visit World Heritage Areas. This question was designed to identify if the World Heritage brand relationship was sufficiently strong to encourage respondents to place a high priority on visiting these sites. In this circumstance the positive respondent is exhibiting one of the characteristics of a collector, that of placing a high value on visiting World Heritage Areas. Results illustrated in Table 2 show that about 18% said they would go out of their way to visit a World Heritage Area. Riversleigh visitors again had the highest percentage 28.5% of positive responses. These results indicate there is a specific group of visitors who are prepared to travel a significant distance to visit a World Heritage Area. This is especially true for Riversleigh D Site which is in a remote outback location three day's drive from Queensland's capital of Brisbane.

Respondents were also specifically asked if they 'collected' World Heritage Areas. A number of respondents asked for verbal clarification of this question which was provided by the researcher. Analysis of the data (see Table 2) found that a small percentage of visitors at each site self-identified as a World Heritage Area collector. The size of this group was fairly uniform over four sites (The Wet Tropics of Queensland 15.0%, Gondwana Rainforests of Australia 13.6%, the Great Barrier Reef 11.8% and Fraser Island 14.1%) with the exception of Riversleigh where only 8.4% of respondents self-identified as World Heritage Area collectors.

The last question investigated the characteristics of tourists who self-classified themselves as World Heritage collectors. A logistic regression was used to predict which characteristics might assist in profiling a person who collects World Heritage Areas. The dependent variable was the choice of whether or not a person collected World Heritage Areas. By simultaneously analyzing the variables illustrated in Table 3 in a regression model, it was possible to study their combined effect. The overall minimal fit (1.1%) clearly indicated there were no consistent set of variables that may be collectively used to determine if a person has a predisposition towards collecting World Heritage Areas. This

Table 3. Characteristics of World Heritage Collectors

Variable	B	Sig.	Exp(B)
Constant	−1.740	.000	.176
Gender[a]	.091	.582	1.096
Nationality (Australian vs overseas)[b]	.348	.024	1.416
Student vs. other [c]	−.011	.327	.989
First time visitor vs. previous visits [d]	.111	.548	1.118
Inexperienced vs. experienced international traveler [e]	−.010	.802	.990
Inexperienced vs. experienced domestic traveler [f]	.121	.520	1.128
Nagelkerke R^2 = 0.011			
n = 943			

[a] 0 if male tourist, 1 if female tourist; [b] 0 if Australian, 1 if from overseas; [c] 0 if student, 1 if other occupation; [d] 0 if first time visitor to site, 1 if visited previously; [e] 0 if inexperienced international traveler, 1 if experienced international traveler; [f] 0 if inexperienced domestic traveler, 1 if experienced domestic traveler.

result is consistent with previous investigations that sought to identify specific subsets of visitors. For example, research to identify wine tourists (Yuan et al., 2005; Mitchell and Hall, 2006) suggested that stereotypical wine tourists do not exist. As in other studies of special interest tourism, it is likely the factors determining interest in collecting destinations, places and events is a personal preference not connected to any specific socio-demographic variable. From a marketing perspective, this finding indicates people who actively collect World Heritage Areas cannot be specifically identified on the basis of independent variables. Instead there is evidence World Heritage Areas are collected on the basis of personal interest. For this reason, marketing designed to appeal to collectors can focus only on motivation, and not other segmentation characteristics commonly used in marketing including nationality, age and gender.

However, based on the independent variables, results show that females are only slightly more likely to visit a World Heritage Area because of its designated status or elite branding than males. The regression model also shows the odds increase by a factor of 1.4 of international visitors choosing to visit an area specifically labeled World Heritage compared to Australian visitors. The analysis also shows people who have visited an inscribed site before and inexperienced domestic travelers are more likely to visit a World Heritage Area.

Discussion

The aims of this study were: to identify if visitors to World Heritage Areas were aware they were visiting a World Heritage area; to determine if there was a subset of visitors who travel to World Heritage sites specifically to collect the brand;

and, to investigate if this group had a set of socio-demographic characteristics that would allow their identification using variables other than their passion for collecting World Heritage sites for marketing purposes.

Despite discussion in both popular and academic literature concerning the appeal of World Heritage Areas to visitors, there are few empirical studies on the marketing and promotion of the brand (Hall and Piggin, 2003; Tourism & Transport Forum, 2007). This study found that over 40% of visitors did not know they were visiting a World Heritage area either before or as a result of their site visit. This is a startling percentage for a brand which has been so sought after in no small part due to its perceived appeal to tourists. This finding indicates there is room to improve marketing of the World Heritage brand and its values in the Queensland context.

Buckley (2002) suggested that World Heritage may be a collectible set. The number of visitors who self-identified as World Heritage collectors (13%) clearly indicates the World Heritage brand is collectible and a significant number of site visitors do collect in accordance with Timothy's (1998) definition of collecting places. However, this study could not identify a common or shared set of socio-demographics which could be used to specifically identify World Heritage Area collectors. The findings did, however, indicate collectors were more likely to be females, international visitors, people who had previously visited a World Heritage Area before or were likely to be inexperienced domestic travelers.

The World Heritage brand is a premium brand. Yet as noted earlier, there has been little research conducted on its role in attracting visitors to branded sites (Hall and Piggin, 2003; Tourism & Transport Forum, 2007). Certain

travel destinations and places hold a particular appeal to some special interest tourists resulting in the tourist consciously collecting those sites. This finding also has implications for other World Heritage Areas given that the findings in Table 2 that up to 17.9% of visitors at World Heritage Areas go out of their way to visit these sites. Visitors cannot build a strong relationship with the World Heritage brand if they are unaware of its existence or uncertain of what values the brand represents. Buckley's (2002) comment that World Heritage Areas are a collectible set was tested and verified in this research.

Conclusion

This study found a small segment of visitors who do collect the World Heritage brand; however, it was not possible to further segment this group on the basis of common or shared socio-demographic characteristics. These findings have implications for World Heritage managers in the areas of marketing and facility provision. At a strategic level it is apparent that while the World Heritage brand will always have to compete with other protected area brands, there is a strong case to be made for co-branding to enhance the recognition of the protected area as something that is one of the 'best of the best' (Luly and Valentine, 1998). At the protected area level co-branding is likely to enhance the appeal of specific parks. This may be further enhanced by the adoption of simple strategies such as issuing World Heritage Area park passport stamp schemes which may assist to increase visitation rates within this specific submarket sector.

The media, including travel magazines, television travel programs and travel writers, are well acquainted with the propensity of some travelers to collect destinations and places based on personal interests; though this area has yet to be investigated in detail by academic researchers. Collecting travel destinations and places offers researchers an opportunity to further explore this common yet poorly documented phenomenon within special interest tourism.

Results of this research indicate that there was a lack of visitor awareness of the World Heritage brand before and during an on-site visit. In the case of the sites surveyed in this research it is apparent that more could be done to educate visitors about the World Heritage brand and the values the brand represents at Fraser Island, the Gondwana Rainforests of Australia, the Great Barrier Reef and the Wet Tropics of Queensland.

At the site level, the World Heritage brand not only signals to tourists a 'must see' location, but also aids in visitor management by helping cue the public on acceptable behaviours and expectations while on-site. It is also a visible symbol of commitment by national and State government towards quality recreational opportunities, site protection and conservation.

In a global context, the World Heritage brand is capable of engendering greater appreciation of World Heritage sites by both nearby communities and visitors. Greater understanding of what the World Heritage brand represents could potentially launch more domestic and international visitors towards World Heritage brand collecting. However, for this to occur, more effective visitor communications at both the site level and broader national/international levels are needed.

It is apparent that although the World Heritage brand has achieved some success in conveying images of exceptional places it has yet to develop the levels of recognition that are enjoyed by some popular brands of consumer goods such as Coca Cola® or Nike®. In part this is a result of lack of funds to develop brand awareness and also a consequence of the decentralized control of the brand within and across countries containing World Heritage sites. More effective visitor communications at the site level is the first step to enhancing brand awareness and in some cases may contribute to stimulating World Heritage brand collecting. The World Heritage brand has the potential to foster the development of a greater conservation ethic among those who have a relationship with the brand. However, for all this to happen, visitors must know when they are visiting a World Heritage branded site. Unfortunately, park management often fails to take full advantage of developing a brand relationship between World Heritage and the public.

Future research directions include replicating the study within other World Heritage properties to confirm the extent of the collecting activity and to identify awareness levels as a universal issue or a specific site level issue. Once awareness levels are documented, the data will provide local, regional and international World Heritage management organizations with better intelligence on which to build future World Heritage brand strategies.

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Appendix Two:

Thank You Letter from the Australian World Heritage Advisory Committee

THE AUSTRALIAN WORLD HERITAGE ADVISORY COMMITTEE

Ms Lisa King
Faculty of Law, Business and Creative Arts
James Cook University
P.O. Box 6811
Cairns QLD 4870

Dear Lisa

On behalf of the Australian World Heritage Advisory Committee (AWHAC), I would like to
thank you for your report *Communicating the World Heritage Brand in Australia, a general
overview of brand usage across Australia's World Heritage Areas.* AWHAC members,
particularly our Presentation, Communication and Tourism working group, found the report very
useful in preparing for and informing discussion at the recent AWHAC meeting at Lamington
National Park, part of the Gondwana Rainforests World Heritage Area.

We wish you well your PHD thesis.

Yours sincerely

Joan Domicelj AM
AWHAC Chair

21 October 2010

Appendix Three:

Copy of Visitor Survey

JAMES COOK UNIVERSITY

Cairns campus

PO Box 6811 Cairns QLD 4870 AUSTRALIA
Telephone: (07) 4042 1111 Web: www.jcu.edu.au
School of Business
Telephone: (07) 4042 1451
Facsimile: (07) 4042 1080

PROTECTED AREA BRAND AWARENESS & KNOWLEDGE
- VISITOR SURVEY -

I am a PhD student at James Cook University investigating the role of protected area branding in attracting visitors to protected areas in Queensland, Australia.

The objectives of my study are: 1) to identify the level of visitor awareness & knowledge of protected area brands in Queensland (QLD); 2) determine visitor motivations for experiencing protected areas; 3) evaluate how park management & the tourism industry communicate protected area brands to visitors; 4) analyse issues and barriers to marketing and communicating protected area brands in QLD; and, 5) review the potential of park management agencies & the tourism industry to better position QLD's protected area brand to visitors.

In order to do this, I need information about visitors to QLD. Your participation in providing this information would be greatly appreciated!

The attached survey is voluntary, anonymous and completely confidential. We do not require any personal details in this survey. The survey should take only 12-15 minutes to complete.

HOW TO FILL OUT THIS SURVEY:

- Where questions ask for a yes/no or multiple response, please clearly tick the '☐' (e.g. ✓ inside the box beside the answer which best fits your response).

- The questions are about the **site you are visiting now only**, not about other sites you may have visited today or during your holiday **unless specifically asked.**

- **PLEASE, it is important not to guess at answers or talk to others while completing this survey.** Please complete the survey by yourself without the help of others.

PLEASE DETACH AND RETAIN THIS INFORMATION PAGE ONLY FOR YOUR FUTURE REFERENCE.

If you would like to discuss this project in more detail, please contact the Project Manager. Alternatively, if you wouldl like to discuss any ethical matters regarding this project, please contact the Ethics Officer.

Project Manager:
Bruce Prideaux
Sustainable Tourism CRC
James Cook University-Cairns QLD 4870
Telephone: (07) 40 42 1371
Fax: (07) 49 42 1080
Email: bruce.prideaux@jcu.edu.au

Ethics Officer
Mrs. Tina Langford
Research Office
James Cook University – Townsville QLD 4811
Telephone: (07) 47 81 4342
Fax: (07) 47 81 5521
Email: tina.langford@jcu.edu.au

Townsville   Cairns   Mackay

1) How important were the following for planning your trip **to this protected area**?

	Not at all important	Slightly important	Important	Very important	Extremely important
Road signs……………………………………………	1	2	3	4	5
Friends or relatives……………………………………	1	2	3	4	5
General word of mouth……………………………	1	2	3	4	5
Map which said it was a tourist site………………	1	2	3	4	5
Tourist information centre in North Queensland…	1	2	3	4	5
Tourist info centre elsewhere……………………	1	2	3	4	5
Travel agent…………………………………………	1	2	3	4	5
Travel guide book……………………………………	1	2	3	4	5
Television advertising………………………………	1	2	3	4	5
Television travel program…………………………	1	2	3	4	5
Travel magazine……………………………………	1	2	3	4	5
Blogs…………………………………………………	1	2	3	4	5
Prior experience at this site………………………	1	2	3	4	5
Other _____	1	2	3	4	5

2) Did you visit the **Park's official web** site for this protected area? ☐ Yes ☐ No ☐ I am not sure

3) How many times have you visited the protected area **you are in** now?
☐ This is my first time here   ☐ 2-3 times ☐ 4-5 times   ☐ more than five times ☐ I'm a local & visit often

4) Does this area **you are now visiting** have any *special status* or *label* you are aware of?
☐ Yes   ☐ No   ☐ I am not sure
If '**yes**', what is the special significance or special label for this site?_____

5) Please **circle the letter of each logo you recognise** below. (Please **do not guess.**)
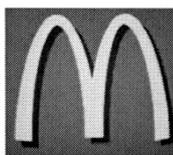
A.	B	C.	D.	E.

6) For the logos you **DO RECOGNISE**, please write the name for what **they stand for** in the space below. (Remember, **if you are not sure,** leave the line blank).

_____   _____   _____   _____   _____

_____   _____   _____   _____   _____

7) When did you decide to visit **this specific protected area**?
☐ Today   ☐ Over a year ago
☐ This week   ☐ I have always wanted to come here
☐ Several months ago   ☐ Other _____

1

8) Please rate your recognition of the following by ticking the appropriate box below.

Term / Label	Familiar	A little familiar	Never heard of it before this survey
National Park			
Marine Park			
Wet Tropics Management Authority			
World Heritage Area			
Queensland Parks & Wildlife Service			
Great Barrier Reef Marine Park Authority			

9) Please tick the term(s) that you **know** apply to the area you are visiting today. **Please do not guess.**

☐ National Park ☐ State Park
☐ World Heritage Area ☐ Recreation Area
☐ Marine Park ☐ Conservation Area

10) How important were the following aspects **in your decision to visit this protected area**. (Please circle).

	Not at all important	Slightly important	Important	Very important	Extremely important
to rest and relax…………………………………………	1	2	3	4	5
to visit a national park……………………………..	1	2	3	4	5
to experience peace and quiet…………………….	1	2	3	4	5
to experience nature……………………………….	1	2	3	4	5
Walking / hiking / snorkelling opportunities…………………	1	2	3	4	5
to do things with my spouse/partner………………………….	1	2	3	4	5
to be with others who enjoy doing the same things I do………	1	2	3	4	5
to have a daring and adventuresome experience……………..	1	2	3	4	5
photo-taking opportunities…………………………….	1	2	3	4	5
to visit an iconic Australian place…………………….	1	2	3	4	5
to view wildlife…………………………………….	1	2	3	4	5
a desire to see what my country has to offer…………………	1	2	3	4	5
to learn about aboriginal culture………………………..	1	2	3	4	5
to experience something different……………………..	1	2	3	4	5
to visit a place I have always heard about……………………	1	2	3	4	5
to escape my normal routine…………………………..	1	2	3	4	5
to meet interesting people and make new friends…………..	1	2	3	4	5
to fulfill a dream………………………………….	1	2	3	4	5
is close to my accommodation…………………………	1	2	3	4	5
nearness to other protected areas I want to visit……………	1	2	3	4	5

11) **Please tick your response to the following questions.**	YES	NO
Were you aware that this place was a World Heritage Area **before** your visit?		
Did the fact that this site was a World Heritage Area **influence** your decision to visit this place?		
Did the fact that this site was a National Park **influence** your decision to visit this place?		
Is this protected area a **more desirable** place to visit for you because it is a World Heritage Area?		
Is this protected area a **more desirable** place to visit for you because it is a National Park?		

2

12) Please tick your response to the following questions	YES	NO	MAYBE
Would you be **more likely** to visit a National Park if you knew it was **also** a WHA?			
Would you **plan** on visiting a National Park for **a longer period of time** if it was also a World Heritage Area?			
While in Queensland, if you learned a protected area **reasonably close by was also** a WHA, would you probably change your plans to make sure you visited it?			
In general, would you **prefer** to visit natural WHA **over** other natural areas in Australia?			

13) What does the term World Heritage mean to you?_____

14) How would you rate your **general level of knowledge** about World Heritage? (Circle only one)

Not at all
knowledgeable 1   2   3   4   5   6   Extremely
7 knowledgeable

15) Are you aware that World Heritage is the **highest honour** any protected area can receive? ☐ Yes ☐ No

16) Who do you believe this World Heritage Area belongs to? _____

17) How many World Heritage Areas are in Queensland? _____ **OR** Please tick ☐ I don't know

18) Please write **4 words or phrases** that you associate with **this** World Heritage Area.

a)_____ b)_____ c)_____ d)_____

19) Please circle the number that best agrees with your thoughts about the statements below.

	Strongly disagree				Strongly agree
I think Australia should have more WHAs………………………………	1	2	3	4	5
I would like to learn more about the World Heritage concept…………..	1	2	3	4	5
I like to collect World Heritage Areas (WHAs)……………………..	1	2	3	4	5
I like to visit WHAs if I can fit them into my holiday plans…........	1	2	3	4	5
The WHA concept is important to me……………………………	1	2	3	4	5
I think WHAs are just a marketing gimmick………………………....	1	2	3	4	5
Obvious signage in the park made it clear to me this place was a WHA..	1	2	3	4	5
WHA means it is something I must see if I am in the area……….	1	2	3	4	5
I go out of my way to visit WHAs…………………………………..	1	2	3	4	5
I like to tell friends & colleagues I visited a WHA………………..	1	2	3	4	5
I think visiting WHAs is a status symbol in some social circles. ...	1	2	3	4	5
I gain some social status with my friends by visiting this place…	1	2	3	4	5
The WHA designation influenced my decision to visit this site…..	1	2	3	4	5
I am very satisfied with my visit to this WHA……………………..	1	2	3	4	5
It is important to me that this place is protected………………….	1	2	3	4	5

20) How did you specifically find out **this place** was a World Heritage Area? _____

21) What is the full name of this World Heritage Area?_____

22) What is the full name of this park?_____

3

Background information. Please complete the following questions about your general background to assist us with our statistical analysis.

23) Your gender: ☐ Male ☐ Female

24) How old are you? _____

25) What is the highest level of **education** you have completed so far?
☐ Primary school (1-7 yrs of education)   ☐ University Bachelors
☐ Secondary/ high school (8-12 yrs of education)   ☐ University (Masters)
☐ Technical/vocational school/TAFE   ☐ PhD
☐ Some university courses   ☐ Other. Please specify _____

26) Where do you live?   ☐ Australia (postcode) _____
                           ☐ Overseas (country) _____

27) How long have you lived there? (No. of years) _____

28) How would you best describe your occupation?
☐ Tradesperson   ☐ Teacher   ☐ Professional   ☐ Unemployed
☐ Service industry   ☐ Office/clerical   ☐ Manual/Factory worker   ☐ Student
☐ Domestic duties   ☐ Government   ☐ Retired/semi-retired   ☐ Self-employed
☐ Other _____

29) Would you consider yourself an (Circle one) - inexperienced / experienced - international traveller?

30) Would you consider yourself an (Circle one) - inexperienced / experienced - **domestic** traveller in Australia?

31) Generally when planning a trip do you....

	Never	Sometimes	Always
plan the **complete itinerary** prior to departure			
plan some of the itinerary that I intend to travel prior to departure			
plan on a *day to day* basis			

32) How did you arrive at this location?
☐ Own vehicle
☐ Hire/rental car
☐ Commercial Tour   ☐Other_____

33) Which of these best describes your **immediate** travel party:
# of Adults ____   # of children_____ (under 15 years of age)

34) Which of these best describes your **immediate** travel party?
☐ Alone   ☐ Couple (partner/spouse)   ☐ Tour group   ☐ Club
☐ Friends   ☐ Family with children   ☐ Relatives   ☐ Other _____

35) How many **total nights** are you staying in Queensland? _____ How many nights have you stayed so far?_____

36) What is your **main type** of accommodation during your visit in Queensland?
☐ Hotel / motel   ☐ Resort   ☐ Backpackers hostel   ☐ Holiday apartment / unit
☐ Caravan park / cabin   ☐ Camping   ☐ Bed & breakfast   ☐ Friends / relatives
☐ Other_____

THANK YOU SO MUCH FOR HELPING ME WITH MY PHD RESEARCH!

Appendix Four:

Copy of Expert Interviewee Consent Form

1   INFORMED INTERVIEW CONSENT FORM

PRINCIPAL INVESTIGATOR	*Lisa King, PhD student, James Cook University*
PROJECT TITLE:	*Investigating the role of the World Heritage brand in attracting visitors to protected areas in Queensland, Australia*
SCHOOL	*James Cook University - School of Business*
CONTACT DETAILS	

Email: lisa.king@jcu.edu.au   Phone: 7 4042 1726/1066

This PhD study explores visitor awareness and knowledge of the World Heritage brand and its influence in attracting visitors to particular protected area sites, evaluates how park management and the tourism industry communicate the World Heritage brand to visitors and analyses issues and barriers to marketing the World Heritage brand in Queensland. The key findings will help improve current branding and marketing practices and provide data to justify or leverage additional funding towards current World Heritage brand strategies and communications.

This interview will require about 30-40 minutes. Participation in this interview is entirely voluntary. It is understood that your name will be included in a list of interviewees within the thesis but will not be connected to your words without your prior written consent

Should you require any further details please contact the researcher. If you have any questions regarding the ethical conduct of the research project, please place your concerns in writing to the Ethics Officer.

Project Manager:	**Ethics Officer:**
Professor Bruce Prideaux	Tina Langford
School of Business	Research Office
James Cook University	James Cook University
Email: Bruce.Prideaux@jcu.edu.au	Email: Tina.Langford@jcu.edu.au
Phone: +61 7 4042 1039	Phone: +61 7 4781 4342

The aims of this PhD study have been clearly explained to me and I understand what is wanted of me. I know that taking part in this study is voluntary and I am aware that I can stop taking part in it at any time and may refuse to answer any questions. I understand that any information I provide may be used as part of Lisa King's PhD thesis or related future publications. I understand that no names will be used to identify my words without my prior written approval.

Name: *(printed)*		
Signature:	**Date:**	

Please mail the original signed document back to:

Lisa King
School of Business
James Cook University-Cairns
PO Box 6811
Cairns QLD 4870 Australia

Appendix Five:

Acknowledgement letter from the UNESCO World Heritage Centre

Culture Sector

Ref.:   CLT/WHC/CEP/11-16   10 June 2011

TO WHOM IT MAY CONCERN

This is to certify that the UNESCO World Heritage Centre has used successfully two reports provided by Ms. Lisa M. King in the context of the discussions of the Informal Working Group on the World Heritage Emblem in 2010. The information provided in the two below mentioned reports sensitized the Group to the experience of World Heritage branding in Australia and to some general considerations on the use of the World Heritage Emblem.

The titles of the two reports are:
1. Communicating the World Heritage brand in Australia: A general overview of brand usage across Australia's World Heritage Areas
2. Communicating the World Heritage brand: A general overview of some issues and considerations regarding use of the World Heritage Emblem

If any further information is required regarding this matter I may be contacted at v.vujicic@unesco.org.

Yours sincerely,

Vesna Vujicic-Lugassy
Chief
Communication, Education and Partnerships Unit
UNESCO World Heritage Centre